

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, JUNE 18, 1902.

No. 12.

## THE PHILADELPHIA RECORD.

W. W. PULSIF.

CHARLES B. PRINTER.

C. H. TODD.



**FULFORD, FAINTNER & TONEY**  
**SUCCESSFUL ADVERTISING.**

REPRESENTING BY AUTHORITY ALL THE LEADING NEWSPAPERS  
AND PERIODICALS IN THE UNITED STATES AND CANADA.

N. W. COR. RANTHOVEN ST. & WARREN AVE.

NEW YORK OFFICE  
123 WORLD BUILDING

CHICAGO,  
NEW YORK, June 4th, 1902.

Room 917,  
150 Nassau St.

Mr. K. B. Cressey, Adv. Manager,  
"Record," Phila., Pa.

Dear Sir:-

We desire to thank you for the excellent manner in which you handled the "double decker" advertisement for our clients, Hurd, Heerther & Co., agents for the MCKINLEY MINING & SMELTING COMPANY in your issue of May 25th.

In our opinion it was the largest financial advertisement that ever appeared in a daily paper. Our clients report most excellent results.

Respectfully yours,  
FULFORD, FAINTNER & TONEY,  
By Geo. A. McCracken

*The best of service to the advertiser and agent, the best and biggest circulation in Philadelphia, the most reasonable rate (25 cents per line, subject to discounts) is why the PHILADELPHIA RECORD always leads all other Philadelphia papers in advertising.*

May circulation, 184,401 Daily sworn, 162,455 Sunday sworn.

New York:  
123 World Building.

Advertising Manager,  
Philadelphia.

Chicago:  
1002-4 Tribune Building.

## THE RICHMOND DISPATCH THE RICHMOND NEWS

### Cover the Heart of Virginia

For fifty years the DISPATCH has been the Leading Morning Daily Newspaper of Virginia, possessing an influence in both the homes and business circles equalled by no other paper.

The NEWS, under the same management, is a bright and popular paper, sold for one cent and devoted to the afternoon field, in which it supplements the circulation of the DISPATCH.

### They Cover the Richmond Territory

"What Advertisers Say," rates and other information on request.

**J. E. VAN DOREN SPECIAL AGENCY,**  
MANAGER FOREIGN ADVERTISING.

Chicago:  
1103-1105 Boyce Building,

New York:  
407-410 Temple Court.

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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIX.

NEW YORK, JUNE 18, 1902.

NO. 12.

## WHOLESALE CLOTHING PUBLICITY.

Ten years ago there was no manufacturer or wholesaler who advertised clothing in general mediums. Clothing was—well, one of those exceedingly peculiar commodities that could not be advertised like other goods, you know. Every manufacturer and wholesaler knew its limitations. Many regretted them. None were foolish enough to experiment with the impossible.

To-day it is roughly estimated that about five millions of dollars are annually spent for clothing advertising, and the commodity has nearly as good a representation in the magazines as soap.

These two detached facts suggest that a regenerating force has been at work during the past decade. Mr. George I. Dyer, advertising manager for A. B. Kirschbaum & Company, Philadelphia, is generally accredited with being that force. Unbiased authorities say that hardly any other advertising man has originated a new method since he first took hold of clothing and proved that it was not, after all, so very peculiar from the publicity standpoint.

Mr. Dyer entered the advertising field some twelve or fourteen years ago. He was then a reporter upon the old *Chicago Times*, intended to devote himself to literature, and had all the good reporter's horror of advertising and the business office. He remembers, for one thing, that he was surprised—even pained—upon coming across a copy of *PRINTERS' INK*, to learn that advertising was really a serious business, with an organ of its own. Before then he had presumed that the ads in the *Times* were written by the business manager for the purpose of annoying the city editor. It is a fact worth knowing, however, that he soon

recovered from this surprise and has read the *Little Schoolmaster* ever since with immeasurable profit.

One day a department store in State street found itself short of an advertising manager, and after trying several incompetents, sent over to the *Times* to find out whether there was anyone upon the editorial staff who could write plain English. A dozen advertising men and several reporters submitted trial ads. Mr. Dyer conquered his horror—he was eighteen years old—and submitted one too, which was judged the best and printed. It appeared on a sunny day, many people came down State street and the store did a big business. The management gave credit to the ad and asked Mr. Dyer to name his salary. Mr. Dyer named \$50 per week. He was drawing \$18 per week on the *Times*, but that was literature. Advertising was a degradation of art, and called for subsidy rather than salary. The store had never paid more than \$20, but finally acceded to the terms and installed its new expert. It may have been his literary training, or his native sense, or a special favor of the gods who rule the destinies of eighteen-year-olds. Whatever it was, the new expert made a real success of advertising and had considerable difficulty in resigning his place at the end of the year, which he did in order to embark in real, sure-enough, literary freelancing.

One long, artistic, hungry year went by and he sold quatrains at five for three (sometimes) and wrote short stories. Then, in company with two other young men, he published a woman's journal for awhile, writing the hints to mothers, answers to correspondents, dressmaking and nursery departments himself. But as this did not seem to be a very high form of literature and satisfied

neither his aspirations nor his appetite, he became part proprietor and editor of a trade journal, devoted to dry goods, clothing and department stores. Here he made a study of the retailers' problems and gained invaluable experience.

It being plain that publicity was the great factor in business development, he abandoned his career as a publisher and went back to advertising, with an office of his own and a miscellaneous following. He had a varied experience in general advertising, promoting enterprises of many kinds, from proprietary medicines to pianos, financial advertising, the promotion of stock companies and the sale of city real estate, all with success.

It was at this time he was told wholesale clothing could not be advertised. "The business was dominated by a number of old, conservative, fossilized dealers who had made their fortunes during the war selling clothing at fifty per cent profit," he says, "and who could not see why they should waste money on anything so intangible as paper and ink. Their advertising consisted principally of the statement that they were established in 1837. The reiteration of this fact was entirely unnecessary, Heaven knows, nobody doubted it. The talk of the trade was an old New York firm who had just used a page one time in a New York daily paper. This was encouraging, but it exhausted their nerve and they settled back to spend the rest of their lives in proud contemplation of that one supreme effort of enterprise and daring."

Hart, Schaffner & Marx of Chicago were of the new school—*young men, good merchants and "game" to the backbone.* Mr. Dyer went to them and proposed giving up his business and devoting himself to the impossible task of advertising a clothing house. With characteristic pluck and liberality they turned over an office and a cash appropriation to the youngster, who was ultimately, with their backing, to inaugurate a new era of clothes making and selling and practically revolutionize the industry. For eight years he devoted his energies to the

Hart, Schaffner & Marx business, and it was there he originated practically all the advertising methods used by the wholesale clothing trade to-day. One figure of which he has reason to be proud is the invention of the "natural pose" fashion figure for both men's and women's garments. Back in the trade journal days before he thought of becoming a clothing advertiser he experimented by showing garments on the living model, first using the camera, but discarding it in favor of a good illustrator. He believed—as many a human being has doubtless believed before—that the old style fashion plate was about the most unattractive, inconsistent thing, that it did not show garments to advantage, despite the carefully drawn fabrics, and that no rational man ever expected to look like one, or wanted to. The clothing trade, however, had from time immemorial considered the old style fashion plate ideal and complete—something that, like the violin, could not be improved.

A real artist was commissioned to make a plausible picture of a suit of clothes in a plausible attitude. When the picture was finished it was so plausible that the clothing journals ridiculed it and the retailers refused to exhibit it. Then Mr. Dyer spoke rather sharply to the trade, said it was not an arbiter of fashions or fashion plates at all, not even a good judge, and that its whole duty was to submit things to the public and let their own opinions, which were decidedly narrow, go. Well, he spoke sharply, and suggested that the plates and booklets be given a chance to speak for themselves. The retailer finally took him at his word, by way of showing how quickly the clothing business could be run into the ground. The sincerity of the new pictures was apparent, and of course the public saw the point. Men who wanted to look like the new fashion plates bought the clothes. To-day nothing is used but the "natural pose" figures—or attempts at them.

Uppermost in Mr. Dyer's mind was the idea that the wholesaler is responsible in a large way for the retailer's success with the goods

(Continued on page 6.)



Successful adver-  
tisers have always  
advertised in

# THE SUN

That is why you  
should be among  
the number—suc-  
cessful men seek  
each others' com-  
pany.

Address  
THE SUN, NEW YORK.

sold him, and was one of the first advertisers in the wholesale line—certainly the first in the clothing trade—to devise ways and means of helping the retailer's business by expert advertising counsel and the preparation of effective advertising matter. He was also one of the first advertising men in America to use the services of noted artists in the making of advertising illustrations, instead of the work of engraving house designers and lithograph draughtsmen. Among the successes along this line were the two art posters, "The Horse Show" and "The Boulevard," both by Mr. J. C. Leyendecker; the former being exhibited at the Paris Exposition, where it received a gold medal.

The first magazine advertising was done about five years ago, and was successful from the first. The Chicago house had the mediums all to itself for several seasons, when other houses woke up and came in, with the result that millions of dollars are now being spent in clothing advertising. The manufacturer has learned that the making of clothing is only part of the trade. It must be gotten out of the factory next, and the retailer must be helped in the selling. Everybody must make a profit from the manufacturer to the wearer, and the wearer must make the most profit, and the advertising must do it all. Naturally, ready-to-wear clothing is improving in quality.

The clothier who does not advertise cannot compete, for advertising brings a volume of business that lessens the cost of production, and makes possible an extremely narrow selling margin. Instead of increasing the expense of business, advertising materially reduces it. Retailers cannot afford to handle unknown goods in the face of a popular demand, and the lower prices of an advertised article. The conservative house or the small concern depends for its trade wholly on the personality of its salesmen; the retailer who buys on this basis finds the travelling man's friendship a ruinously expensive luxury. At the same time it must not be supposed that advertising in any sense less-

sens the value or the need of salesmen. The advertising clothiers employ more men than ever and, salaries being based on the volume of sales, the men earn more money.

The difficulty confronting the small clothier who wishes to advertise to-day is the tremendous capital required to enter the field in competition with the great established organizations with a volume of business enabling them to spend a fortune every year in advertising. The small clothing manufacturer commands neither the expert talent nor the labor saving and money saving equipment. He is an employer of sweat shop labor, and it has been demonstrated that cheap labor is the dearest. He is being crowded out because his business cannot be adjusted to modern progress and sanitary conditions, and his friends and well-wishers dare not stand by him lest they, too, share his fate. It is the survival of the fittest in the economic sense. The shrewd retailer, in protection of his business interests, is procuring his goods where he can buy to the best advantage and where he can count on the powerful assistance of a great organization to help build up his business, fight his battles with competitors and insure his success.

About a year ago Mr. Dyer became general advertising manager for A. B. Kirschbaum & Company of Philadelphia and New York (men's clothing) and Sykes & A. B. Kirschbaum & Co., 708 Broadway, New York (boys' clothing). The inducement that brought him East was the reorganization of the Kirschbaum business and their determination to enter the field as makers of fine clothing on a scale never before attempted in the history of the industry. The Kirschbaum concern owns everything at first hand—controls its own woolen mills, operates its own sanitary tailor shop, has an expert from Great Britain to design its fabrics, and employs talent such as has never been known in the business. Its trade has increased enormously during the past year, and is growing every day.

Those who are in position to know say that Mr. Dyer has done

the best work of his life since coming East. He has certainly accomplished two things worthy of special note. First, college men have been interested in Kirschbaum clothing; well known college athletes have worn it and strongly indorsed it. College men are the natural door to all classes of well-to-do people, and through them Kirschbaum clothing is brought to the attention of those who recognize its good qualities.

The second invention is the seated fashion figure. By dint of persistent copying through a number of years several mediocre artists have succeeded in producing fairly presentable imitations of the standing figures made by Mr. Dyer's illustrators. The seated figure presents difficulties in fore-shortening that are too much for most artists. Many of them fell into the trap with some ludicrous results. Clothing ads have lately been filled with seated figures that refuse to sit down, and others so badly out of drawing as to furnish much innocent amusement to readers. The seated figure when correctly drawn makes an attractive picture. In life a man appears seated as often as he does standing and requires clothes that look well when he sits down and that do not crawl up at the back and bulge out at the neck as a poorly made suit is sure to do.

In the Kirschbaum advertising Mr. Dyer is using the leading monthly magazines, a list of daily papers, including the *New York Journal* and *World*, the *Pittsburg Dispatch* and many others, supplementing this by an elaborate campaign directly for the retail customers of his house. As to the best

results he ever obtained from any single announcement he shows a thousand replies received from readers of one publication in one day. This was an advertisement of a Spring suit in which appeared an indorsement of the Kirschbaum clothes by Mr. W. H. Edwards, the famous Princeton coach.

Mr. Dyer has the faculty of writing booklets that everybody reads. "The Story of a Dead One Who Came to Life," published in 1899, was printed entire by newspapers and periodicals throughout the United States. "The Fallacy of Mere Cheapness" for Sykes and Kirschbaum is now on its second hundred thousand.

The Sykes-Kirschbaum concern in New York is just one year old. They began advertising in May, 1901, using magazines, women's journals, booklets, etc. From the start they went after the consumer to create a demand upon the retail dealer. Twelve months ago they had one salesman and a handful of trade. They have now seventeen travelling men; something over a million and a half of business; their own tailor shops; a new factory in Bleeker street, another in Grand street and have added another 30,000 square feet of space in Broadway.

Mr. Dyer has an office in New York, where he spends two days a week, an office in Philadelphia, a large force of stenographers, and gets through an amount of work every day that would make the average senator down in Washington think all his constituents were after him. Incidentally, he gets a bigger salary than the senators and the chances are he earns it.

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## THE NATIONAL CAPITAL

advertisers know that the people of Washington, D. C., can be reached only through the *Evening Star*. This is the reason why they all advertise in the *Star*, and a large majority use it exclusively.

M. LEE STARKE,

|                              |                   |
|------------------------------|-------------------|
| Manager General Advertising, |                   |
| Tribune Building,            | Tribune Building, |
| NEW YORK.                    | CHICAGO.          |

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## THE BROOKLYN "EAGLE" AND SECOND CLASS RATES.

The Brooklyn *Eagle* publishes a very useful little booklet called "Trolley Exploring," containing itineraries of several dozen trolley trips that may be made over lines within thirty miles of New York City. This little booklet—which is having a good sale upon the news-stands, evidently is No. 65 of the Eagle Library, and is carried through the mails at second class rates. This last fact recently brought from an inquisitive reader of PRINTERS' INK the concise and somewhat pertinent query, "Why?" Whereupon, in all friendliness to the *Eagle* and its pamphlet, an investigation was set afoot. Mr. H. F. Gunnison, business manager of the *Eagle*, told a reporter that the Eagle Library is issued monthly, has been published about five years, and has always been carried at second class rates. At the beginning of the present year the Eagle Almanac was excluded, in common with many other newspaper almanacs and annuals, but, so far as he knew, no protest had been made against the library. Though sold largely upon news-stands, it is sent to a list of four or five hundred people who subscribed for it by the year.

The Eagle Library deals with topics of general current interest, and really has a certain educational value. Its nature is shown by the five numbers which precede "Trolley Exploring":

No. 60—Public Officials in New York State, City and Kings County, December, 1901.

No. 61—Prisons of the Nation and their Inmates.

No. 62—The Tenement House Law and Building Code of New York City.

No. 63—New York Excise Law.

No. 64—The Civil Service Law.

No uniform size is adhered to, seemingly, but the form varies according to the contents of each number. "Trolley Exploring" is a booklet of ninety-six pages, about eight by twelve inches. The price of each number varies from five to twenty-five cents, though subscribers receive a year's issue for one dollar, including the Eagle Almanac. Each number carries a

certain amount of outside advertising.

During the Postoffice Department's recent weeding operations, considerable trouble has arisen through the wholesale exclusion of paper covered libraries. Many periodicals of this nature have been debarred, and the list embraces publications as widely diverse as the Street & Smith ten cent novels, Houghton, Mifflin & Co.'s text books and the *Town Topics Quarterly*. In some cases these exclusions have been followed by bitter protests, and Street & Smith have brought a test case to recover postage charges for some of the excluded matter mailed at third class rates.

When shown a copy of "Trolley Exploring" Mr. O. G. Smith said, "We have called Mr. Madden's attention to many such publications in the past six months. The *Eagle's* library was among them, and in all cases they were periodicals which seemed far less worthy of special privileges than our own. Mr. Madden promised to investigate the Eagle Library six months ago, but I have not heard that he has done so. Some of the publications to which we invited his attention have since been excluded.

"Our suit to recover postage was undertaken at the instance of competent attorneys who did not think it advisable to attempt to reinstate them by mandamus proceedings. The *Railway Guide*, however, has just been reinstated upon a writ of mandamus issued by the late Justice Bradley, of the Supreme Court of the District of Columbia. We consider our case a strong one and a just one. Our libraries are not books in any sense of the word, but legitimate periodicals, marketed and sold as such. They are issued as regularly as the magazines, are put upon the news-stands with the privilege of being returned, and are bought by the same classes of people who buy magazines and other periodicals. We could not afford to take back unsold copies if they went to the book trade. The returns upon books would be too heavy. Each issue is bought up upon its appearance, and has disappeared when the next is published. If they were sold as books

(Continued on page 10.)



The publishers of *The St. Paul Daily News*, *The Omaha Daily News* and *The Kansas City World* announce the purchase by them of *The Des Moines Daily News*.

The general policy of the paper, so successful in the past, will not be changed. Mr. John J. Hamilton remains as business manager and secretary, Mr. E. J. Nye as editor, and Mrs. Ella Durley as associate editor.

Mr. Lee T. Waterman, formerly advertising manager, will continue in the foreign field, working in the interests of the four newspapers.

We believe that the addition of *The Des Moines Daily News* makes our combination the strongest in the land.

Guaranteed total circulation exceeds 164,000 copies daily. One ownership — one policy — one rate — a flat rate.

### **Foreign Advertising Department**

**B. D. BUTLER, Manager**

NEW YORK OFFICE:

**52 Tribune Bldg.**

Tel. 2807 John

CHICAGO OFFICE:

**705 Boyce Bldg.**

Tel. 481 Central

**Jas. F. Antisdal   Lee T. Waterman   C. D. Bertolet**

the newsdealers could keep them six months and then throw them back upon our hands. Some so-called libraries that formerly went at second class rates were merely paper bound books. They bore a date of publication and a serial number, but the numbers for an entire year were sometimes printed at one time and dated ahead. One firm in particular made a practice of mailing issues dated a year before the real date of publication.

"I have talked with Mr. Madden several times of late, and consider him a thoroughly honest man. I believe that he is working for the interests of the Postoffice Department as he understands them, but think that he is misguided in excluding legitimate periodicals and permitting others to remain upon the second class list in flagrant violation of the regulations. Favoritism has been shown to influential daily papers, and I believe that the *Eagle's* library is favored simply because it is published by the *Brooklyn Eagle*."

Postmaster George H. Roberts, Jr., of Brooklyn, was shown the *Eagle's* booklet and asked whether any steps had been taken to exclude it from the mails. "I have not heard of any such action," he said. "We follow orders from Washington in these matters, of course, and have nothing to say about admission or exclusion of periodicals. Speaking unofficially and for myself, however, I believe that all such pamphlets should be barred from the mails, and I would very quickly exclude them if I were—well, some large, authoritative person like Emperor Wilhelm, say. Come over here some morning and see the carriers go out loaded down with just such things, all carried by the Department at a loss. You'll feel sorry for the men and sorry for an institution that has to do business in spite of the laws of business. This second-class question is one of pure business, and nothing else, and I presume that it will ultimately be settled upon a business basis."

The authorities at Washington will undoubtedly find a more perplexing problem than ever now that the *Railway Guide* has been restored by writ of mandamus.

Justice Bradley's decision is regarded as a signal victory by those who have been excluded, and it is generally thought that the Department will be able to exclude none of the publications now upon the second class list, while many of those excluded will be restored. The *Railway Guide* had been carried steadily from 1870, and the action of the department in excluding it last November was, according to Justice Bradley's decision, based upon nothing more legal than the Postmaster-General's own additions to and readings of the act of Congress of March 3, 1879. This he holds to be the "sole declaration of the legislature upon the subject" of second class rates, and declares the special regulations of the Postoffice Department null and void. Many exclusions were brought about by substituting the words "current news" for those in the original act, "information of a public character," which is an obviously wider designation of the matter that is entitled to special rates. He also holds that a certificate of entry cannot be canceled unless fraud is shown. The decision is a sweeping one, and has already resulted in the re-admission of *Tales from Town Topics*, a quarterly library.

With five hundred subscribers the *Eagle* saves about \$4.50 upon the mailing of its pamphlets each month. This is not a very portentous sum of money, and exclusion would probably not cause Mr. Gun-nison any inordinate amount of grief. The "Why?" of the matter, however, is another thing. If the Postoffice Department favors the *Eagle* by protecting its library, surely it is a slight favor. If it permits "Trolley Exploring" and its kin to pass through the mails upon their merits and their method of complying with Department rules, the *Eagle* Library is merely another proof that these rules maintain their old distinction of being most complex rules, quite beyond the fathoming of outsiders and sometimes, clearly enough, beyond the fathoming of the Department itself.

Cut your advertising to suit your capital. Don't plunge.—*The Making Method.*

There are more  
TRIBUNES sold  
every day with-  
in the corporate  
limit of the City of  
Minneapolis than  
all the other local  
English daily pub-  
lications com-  
bined.

*See report of the  
Association of American  
Advertisers.*



# ADVERTISING VS. "FOOL STORY."

The experienced advertising man, in his wisdom, will probably

## \$1,000 Reward



**To the New York Herald or  
Any One Who Will Prove  
Our Panamas NOT GENUINE.**

We make this offer in our own interest and that of our customers because

**The Uninformed Have Cried "Imitation."**

**The Unbelievers Have Cried "Imitation."**

**The Envious Have Cried "Imitation."**

Now let them prove the truth of their claim—if they can. The imitation made of linoleum, as described by the Herald last Sunday, may be selling elsewhere—we don't know, we don't care. You need not care either. *You Can Get the Genuine Here.* Our guarantee is behind this assertion. We can sell these

**Genuine South American  
Panamas at 3.00**

Because we planned this campaign months ago

**Straw Sailors, 98c. to \$2.80.**

**Brill Brothers**

Four Convenient Stores:

270 Broadway,  
47 Cortlandt St.,

211 and 219 Sixth Ave.,  
125th St., Corner 3d Ave.

commend this ad because it is an example of clever utilization of a

news article in retail publicity. And he will be right, for it is such an example. But it is also something more.

Miss Shaughnessy, advertising manager of Brill Bros. stores, put it into the New York dailies on June 13 to offset a suspicion bred in the popular mind by the Herald article mentioned. This article, written in all the exuberant cocksureness and extravagance of a reporter of the "fool" or garden variety, described the process by which imitation Panama hats were made of linoleum at a New Jersey factory. Even the hundred dollar Panama hat would be effete by the Fourth of July, prophesied the reporter, for the price at which the imitations were sold—three dollars—put them within the reach of everyone, and must kill the vogue of the genuine Panamas with well dressed folks. Brill Bros. had been selling genuine Panamas at three dollars for several weeks, and the article had a direct, harmful effect upon their trade.

"Everyone in New York must have seen that silly article," said Miss Shaughnessy, "and suspicion was turned to our hats because we were selling at the price of the imitations. Trade fell off at a critical time in the demand for summer hats, and we traced the cause to the article, for people who came to look at our hats kept asking if they were genuine." So we ran this ad in all the papers to show that we backed our goods with something more than mere words. It was widely read and has done much to counteract the false impression."

The Herald ate Miss Shaughnessy's dish of crow very handsomely, permitting her to denounce its own article in its own issue and in the Telegram. The Journal alone, of all the other papers, refused to permit Miss Shaughnessy the use of its advertising columns to inform the public that there is a paper called the Herald in New York, and this rather diminished the force of the ad in that quarter.

NEVER pretend you are too busy to write an advertisement—the majority of your readers will know better and the rest will not care a rap if you are.  
—The Advisor.

## The Cincinnati Post

OVER 139,000 DAILY.

Guarantees to advertisers that its daily average bona fide circulation is 40,000 greater than any other Cincinnati newspaper, or no charge will be made for the advertising. The Post goes into the homes of the buying classes. It is the leading evening paper of Ohio, and is indorsed by the best merchants of Cincinnati.

## The St. Louis Chronicle

OVER 51,000 DAILY.

Printed over 91,000 more lines of advertising in April, 1902, than it did in April, 1901. The CHRONICLE is recognized as the representative people's paper of St. Louis, and has more exclusive readers than any other St. Louis newspaper. Its rate per thousand circulation is lower than any other daily in St. Louis.

## The Cleveland Press

(Ohio)

OVER 117,000 DAILY.

Has over double the circulation of any Cleveland newspaper, and is conceded by advertisers throughout the country as one of the best newspaper values in the U. S. It has a permanent family circulation and goes into the homes of all classes.

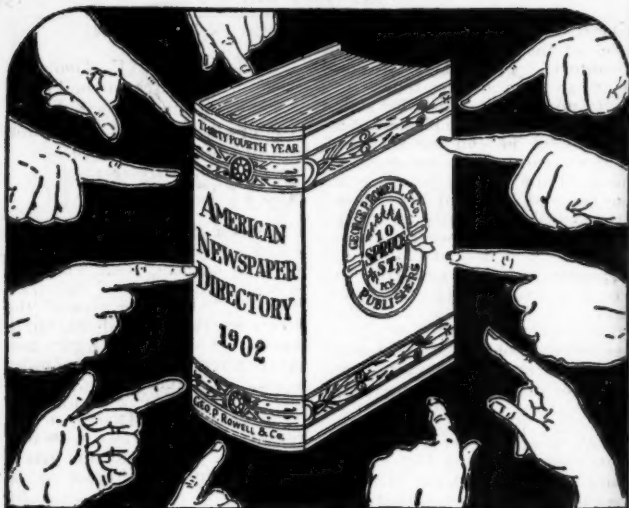
## The Covington Post

KY.

OVER 12,000 DAILY.

The only newspaper published in Covington, and has the largest circulation of any daily publication in the State of Kentucky, outside of Louisville. The buying public in Covington and vicinity can not be reached by any other medium.

The above four newspapers comprise the Scripps-McRae League. The combined circulation of these newspapers is now over 315,000 copies daily. This large circulation can be reached for 3 1/2c. per line, which is more reasonable than is offered by any other similar list of newspapers in the U. S.



### OMEGA OIL AND THE AMERICAN NEWSPAPER DIRECTORY.

The following is the utterance of Mr. Bert M. Moses, secretary of the Omega Chemical Company, New York, who places practically all of the newspaper advertising of Omega Oil. It was made to a PRINTERS' INK reporter who asked him whether he liked the shade of green used upon the binding of the American Newspaper Directory.

"I consider that George P. Rowell & Co. have the only practical method of obtaining circulation ratings that are as near the truth as it is possible to come—certainly they have the most satisfactory method that has yet been devised.

"We place a good many thousands of dollars' worth of newspaper advertising in this office every year. We go by no standard other than circulation. For us, knowledge of the number of copies printed seems to be the only accurate basis upon which to determine what we are receiving for our money. Character of circulation is sometimes a factor, but not so important to us, perhaps, as to some other advertisers. We give our business preferably to the papers in certain territory that have the largest circulation and are

willing to state it truthfully. In a very small percentage of instances we give it to a paper which will not furnish satisfactory proof, but which is clearly printing the largest number of copies in its territory. When we have to choose between such a medium and one which frankly states a smaller circulation, however, we favor the latter ninety-nine times in the hundred.

"Solicitors representing mediums rated with letters in the American Newspaper Directory usually hedge when I ask them why they do not secure a figure rating. The stereotyped argument is, 'Well—you see—it's this way. Our folks and the Rowell folks have never been on very good terms, and consequently the Rowell folks discriminate us. We did use to send them statements once upon a time, but we never succeeded in getting one of them printed, so we decided that we might as well save all that work and trouble.' To arguments of this kind—and there is hardly any other argument—I invariably reply with an offer to adjust matters. 'You give me a detailed circulation statement for a year,' I propose, 'signed in ink by your publisher in accord with the requirements of the Rowell folks, and I will under-

take to have it printed in the next issue of the *American Newspaper Directory*. Then, alas! the talks drifts away to another topic.

"In my opinion, a detailed statement signed by a publisher is as accurate as he can make it and fully as truthful as a sworn statement. I am willing to place all our business upon that basis. However skilled a man may be at juggling figures, or however unprincipled, he will balk at putting his signature to a statement that he knows to be false. He will sign a false statement with a rubber stamp, have his bookkeeper sign it, send it unsigned or hedge in some other way, but whatever he puts his signature to is almost always certain to be the truth so far as he knows it.

"When we contract with a paper, that claims a rating higher than that given by letter in the *American Newspaper Directory*, I always require a condition contract, an agreement that if I can disprove the circulation claim upon which the contract is based, I am to have the space for nothing. No dishonest publisher or his representative will sign such a contract, for they are eternally afraid that I have inner knowledge of their real figures, and will subsequently take advantage of them. In certain cases I am able to do so. The man who is dishonest is ever fearful of being found out. That is a trait of human nature the world over.

"As for other newspaper directories, I find them useful as lists of publications. The Lord & Thomas book is very handy, and I habitually carry it with me. When we are going into a new territory I mark in it the list of papers we wish to use, and then add circulation figures from the Rowell folks' book. I don't wish to hurt the good names of other directories, nor do I discriminate against them. Experience has taught me that there is but one directory for our purposes, and that is the *American Newspaper Directory*, and I use it constantly."

NEVER pay for quality of circulation—unless there is a reasonable quantity, as well.—*The Advisor*.

## IN TRENTON.

The Trenton, N. J., *Times* inserted an advertisement in **PRINTERS' INK**, making known the interesting fact that its circulation for three months had been:

February, 1902, average 12,823.

March, 1902, average 13,372.

April, 1902, average 13,114.

This is a circulation to be proud of and well worth boasting about; but it so happened that while the foreman in the office of **PRINTERS' INK** was "out to see a man" the three ones that formed the initial figures of 12,823, 13,372 and 13,114 either fell out or were broken off, thus reducing the circulation statements by a vicious cut of 10,000 copies. Thereupon the Trenton *True American* with true journalistic promptness and generosity gave prominent space to the following:

The Trenton *Times* paid good money to make the following statement in **PRINTERS' INK**, a journal for advertisers, dated June 4, 1902: "Circulation, February, 1902, average 2,823; March, 1902, average 3,372; April, 1902, average 3,114."

The Trenton *Times* took occasion to scissor this item from the *True American* and send it to **PRINTERS' INK**, with the following note:

TRENTON, N. J., June 5, 1902.

Inclosed please find a clipping taken from the issue of to-day's *True American*. You will observe the haste of this paper to make use of your error, and you will observe that they omitted to publish the only correct item that appeared in our advertisement in **PRINTERS' INK**. We trust that you will favor us in correcting any false impressions that may arise.

Very truly yours, TRENTON TIMES.

To comply with this reasonable request gives pleasure to the Little Schoolmaster, who can but feel annoyed because his foreman went out to see a man; because the three figure ones fell out or were broken off; and possibly still more because of the willingness of the Trenton *True American* to magnify an unfortunate accident. If anybody should lop off 10,000 from the daily sales of the *True American* the remainder would be smaller than a grease spot that never existed. It would be necessary to add two days' issues together before the sum would be sufficient to stand so much subtraction.

## ANGLE LAMP PUBLICITY.

No person interested in advertising methods will fail of knowing the odd Angle Lamp ad now running in the leading magazines, for it is one of the most self-assertive bits of publicity that has appeared in the past year. At a time when large sums are being spent for elaborate pictures, this plain zinc etching—looking very much like an optical illusion—stands out wherever it is placed. Put in a quarter page space in one of the monthlies it is as good as the whole page, while in the phantasmagoria of some of the large weeklies it holds its own beyond all repressing. Like its commodity, it cannot be placed in a shadow.

"The Angle Lamp has been advertised since we put it upon the market some ten years ago," said Mr. W. M. Bauchelle, recently. Mr. Bauchelle is a member of the Angle Lamp Company and supervises its publicity and follow-up system. "Until four years ago, however, we confined ourselves to trade papers, exploiting the lamp to bakers, druggists, grocers and retail merchants generally for store lighting. In time this field grew too small, and we went into the leading magazines. In the past four years our advertising has been very profitable, for we keep track of every line of it by an excellent keying system. Every reply is credited to the magazine which produced it, and all subsequent correspondence and orders are credited in the same way. Thus we know exactly how each medium pays us, and are able to eliminate deadwood with the minimum of loss. A large part of our business is done with consumers direct, so we are, to a certain extent, a mail order house.

"We use the leading magazines, monthly and weekly, with the exception of two or three of large circulation which do not reach our class of people. We do business with the better classes. Experience has also taught us that the religious papers, the mail order papers and the journals that go to women do not pay us. It is a somewhat strange fact in advertis-

ing perhaps, but it is nevertheless a hard fact, that women do not buy our lamps. We get many inquiries from them, but they seem incapable of being interested in a commodity that depends upon a mechanical principle. Therefore, our dealings are largely confined with the man of the house and we expend our efforts to reach him. For this reason, after a considerable test of the best women's mediums, we have come to the conclusion that they do not pay us, while the religious and mail order publications do not seem to reach the proper classes for us.

"We send a personal letter to all

## Write Us About Your Light

We think it will pay both of us if you will just sit down and write us what sort of illumination you use in your home and just how satisfactory or unsatisfactory it is. If it has any faults we shall be glad to know what they are and we will tell you how to remedy them. We have some very interesting things to say on the subject of illumination and we have solved the problem of lighting the home for thousands of people all over the world. Our booklet B. B. tells all about it. It is profitable reading, ask for it.

**THE ANGLE LAMP CO.,**  
76 Park Place, New York

inquirers, accompanied by our catalogue. People are naturally skeptical, not having seen the lamp itself, and so we sell it with the understanding that the money will be refunded if not found exactly as represented in every respect. One of the main difficulties that we have to contend with is this problem of exhibiting the lamp to inquirers. Such dealers as carry it in stock mix them with the ordinary lamp and don't seem to take either the time or interest in properly demonstrating them. This is essential, for the value of the Angle Lamp is in its wonderful merits. Our follow-up matter is

good, however, and it usually suffices. We send two circulars upon the heels of the letter and catalogue, provided there is no further inquiry or an order. Last of all we send a mailing card. In most cases the catalogue and first follow-up either brings the order if one is to come, but the last two are sent to make a lasting impression, so that when the light question arises again, if it ever does, the Angle Lamp will be thought of at once.

"Our natural field is in cities and towns of 25,000 and under. We find that we sell most lamps in cities where we are in direct competition with gas and electric light companies. Of course, the large cities are an exception. People in large centers like New York and Chicago are used to turning a tap for light and seldom buy oil lamps except for purely decorative purposes. But in the smaller places they are willing to profit by the saving and by the improvement in light which the Angle Lamp supplies, while doing away with the irregularity, smoke and other ills so common to gas and electricity. Having fixtures which have cost them nothing, being a part of the house, they do not mind throwing them aside, whereas in the country communities we have difficulty in inducing people to throw aside lamps that have caused them much trouble and dissatisfaction because it means a double investment.

"The magazines bring us business from all over the habitable globe. Their reaching power is simply phenomenal. With no other agent than magazine space we have sold \$2,500 worth of goods to one firm in the Hawaiian Islands, and we are constantly doing business with Australia, New Zealand, China, West Africa and other remote countries. Dailies can hardly help us, I think, although we cannot say that we have given them a thorough trial. Not long ago we went into a special issue of one of the leading New York papers but the results were exceedingly disappointing. The magazines reach our public more directly than any other mediums.

"The advertising design which

we are now using is a thing of my own devising. We had been running the pictures of the lamp for nearly three years, and felt that people were becoming accustomed to it, so we changed to something new. With this ad we get as good results in a quarter page as in larger spaces. Recently we tried running a full page design, but in such magazines as it appeared the experiment proved that the small ad paid quite as well. At any rate, it was not anywhere near a proportionate increase."

#### HAVE A VARIETY.

Without a catalogue containing illustrations of other goods than those you advertise you lose at least half the possibilities of your advertising. Experience shows that at least half of those interested want something different than that shown them and send for catalogues and other matter. So do not try to play on one string. Get a full set and have music of the right sort. You cannot, as a rule, build a big or profitable business with but one article. Reinforce the one, you think will be a puller by others to be sold chiefly by the catalogue.—*The Advisor*.

In advertising wares for the use of men, don't multiply words. Be brief and to the point.—*The Mahin Method*.

In the six months ending April 30, 1902, there were printed in

## THE MUNCIE (IND.) STAR

6201 columns of display advertising In the corresponding six months of the preceding year, 3187 columns, a net gain of 3,014 columns, or about 100 per cent.

Largest daily circulation in Indiana, the INDIANATOLIS NEWS excepted. Exceeding 20,000 daily Guaranteed by bank.



## TWENTY-FOURTH WEEK.

In the 1902 PRINTERS' INK ad competition twelve competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by B. Marshall, 422 Gregory ave., West Orange, N. J., and it appeared in the Greensburg, Pa., *Tribune-Herald* of May 27, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Marshall when the marked copy of the paper was received. Two additional coupons, one to Mr. Marshall and one to the advertising manager of the *Tribune-Herald*, were sent in accordance with the terms of the competition when a selection of the best ad for the twenty-fourth week had been made.

Mr. Marshall's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Each of the eleven unsuccessful competitors for the honors of the twenty-fourth week received a coupon good for one year's sub-

scription to PRINTERS' INK, as a partial consideration for their efforts. A pamphlet setting forth the terms and conditions of the contest is now ready. Its twenty pages contain the reproductions of the best advertisements for the first fifteen weeks. All progressive young men ought to be interested in the preparation of good advertisements. If so, it may be worth while to look over the previous attempts to gain the three cash prizes offered by PRINTERS' INK.

The pamphlet will be mailed free of charge upon request.

The letter below may be of interest to publishers who wish to insert competition ads for ambitious writers.

Office of  
BUFFALO GLOVE & WHIP MANUFACTORY.  
BUFFALO, N. Y., June 7, 1902.  
Editor of PRINTERS' INK:

Having written the three ads that will win cash prizes in your contest I write to know if you have the names of any papers that will insert one or all of them for me free. Also will you please state what Buffalo paper is credited with the largest circulation in the American Newspaper Directory? I ask this as I may wish to put these efforts in a Buffalo paper.

Do not close this contest before I get in, as I want the hundred seventy-five.

Very respectfully,  
S. BAKER.  
777 Seneca street.

The latest issue of the American Newspaper Directory—March, 1902, edition—accords the *Evening News* the largest circulation in Buffalo.



# HERE ARE SOME FACTS

Which Come Pretty Close to the Heart  
of the Subject of "Success."

In every community there are a few men who have made a lot of money, and a lot of men who have made no money.

The difference between them is this—the few are good advertisers, while the many are bad advertisers.

As a matter of fact, the whole problem of business success is the problem of "How to Advertise?"

Everything a young business man needs to know can be learned in school—*everything except advertising.*

Advertising cannot be laid down in set rules or in text books.

It cannot be memorized or learned like any other branch of business education.

It has to be absorbed a little at a time.

It has to develop and expand through constant observation of what others do and what you yourself acquire through experience.

There is a lot of theory in advertising, and there are also facts in it that become history.

There are in advertising a How, a When and a Where.

There are in it problems as deep as in religion, in statecraft, in astronomy or in medicine.

It is an art that is never fully mastered, and new lessons can be learned every day of every year as long as the world shall exist.

The best thoughts in advertising, the newest news, the oldest truths, the develop-

ments that smart men make, the real kernels of advertising, stripped of burrs, shells and hulls, are printed weekly in a magazine called PRINTERS' INK, published at 10 Spruce St., New York.

This magazine is worth more to a young man with a life of business before him than any other single force you can mention.

It is really worth more to him than capital, for PRINTERS' INK, if studied and heeded, will influence the possessor of that capital to get the most returns from it.

There is nothing so difficult as the describing of a thing of supreme excellence in language that will convey the real facts without the appearance of exaggeration.

This difficulty is met in writing of PRINTERS' INK.

It is such a really good publication that its worth cannot be conveyed in words.

You must read PRINTERS' INK to appreciate it, just as you must look upon Niagara with your own eyes to realize its grandeur.

PRINTERS' INK is sent once a week for a year (52 numbers) for Five Dollars.

There is perhaps no other one thing in existence of so much real value that can be bought for that amount of money.

Send \$5 to PRINTERS' INK, 10 Spruce St., New York, and the coming year you will thank yourself at least once a week for making the expenditure.

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

**THE TIMES DEMOCRAT**, Charlotte, N. C., reads all semi-weeklies in the State.

**THE CHARLOTTE NEWS** heads the list of afternoon papers in North Carolina.

**WANTED**—Position by experienced and capable advertiser. "A. T. W.," care Printers' Ink.

**WANTED**—Position. Practical, temperate, reliable newspaper ed. pub. mgr. (print'r), Exp. daily reporter. "BOX ONE," Bayonne, N. J.

**MORE** than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**WANTED**—A position by a young woman (25). Expert stenographer, with many years' experience in newspaper work. Box 31, Fayetteville, N. Y.

**WANTED**—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. **TEACHERS' GAZETTE**, Milford, N. Y.

**SITUATIONS** secured and help furnished for any department of newspaper work. Make your wants known to **THE NATIONAL EMPLOYMENT AGENCY**, Box 304, Canton, O.

**CIRCULATION** and advertising solicitor of several years' experience wanted. Weekly, 5,000 circulation. Attractive field for work. Permanent position to right man. **NEWS**, Ft. Johns, Mich.

**WANTED**—First-class up-to-date job printer, a specialist in commercial work, all small work, in up-to-date office. Steady position to right party. Send samples and references. A. B. PARKER, Watertown, N. Y.

**WEB** pressman and stereotyper wanted. A first-class man who will take position in city of 18,000 in Ohio. Must also understand first bed work. Give references. Address "WEB PRESSMAN," care Printers' Ink.

**IF** you knew of a young man with energy, experience and ability in advertising work who would come to work for you at a nominal salary until he had demonstrated his ability, would you write him? "WALDO," care of Printers' Ink.

**WANTED** newspaper man practical in all departments to manage an established Ohio daily in city of 18,000. Paper is paying good profits. An investment will be required. Good salary. Address "OHIO," care Printers' Ink.

**THE** publishers of the *Chicago ISRAELITE* desire to engage the services of a bright Jewish writer to fill the position left vacant by the death of Dr. Julius Wise ("Nickerdown"). Address **LEO WISE & CO.**, 34 Dearborn St., Chicago.

**ADVERTISING** agents and representatives of other papers wanted to do business for **WATLAND'S MONTHLY**, Girard, Kansas. Will hereafter be issued in regular magazine form and will be able to offer special inducements. Write now.

**WANTED**—Experienced advertising and subscription man. High-class publication. S-E rapidly. Excellent opportunity to do business with large advertisers. Reference required. **AMERICAN PATENTS PUBLISHING CO., INC.**, Washington, D. C.

**CANVASSER** wanted to sell **PRINTERS' INK**—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

**SUBSCRIPTION SOLICITOR**—A position on one of the leading trade papers of the country is open to a first-class subscription solicitor. None need apply unless able to show best of references and having had experience, and capable of earning \$1,000 to \$2,500 per year. Position a permanent one. Address "TRADE PAPER," care Printers' Ink, New York City.

**MARRIED**: Literary ability and business experience. Want cash buyers for off-setting. Business-bringing advertisements and booklets. **ASTER YE SCRIBE**, P. O. Box 468, New York.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. HOWELL & CO.**, 10 Spruce St., New York.

### CAPS.

**DANBURY HAT CO.**, N. Y.  
Caps quick—any ad embroidered on.

### ADDRESSES.

**CLEVELAND** lists a specialty. Any quantity. **U. S. MAILING & ADVG. CO.**, Cleveland.

### COLOR PLATES.

**CHEAP COLOR BLOCKS** for catalogue covers, blotter designs, etc. **MAIL CUT CO.**, Phila.

### UNIFORM CAPS.

**ESTIMATES** and samples promptly furnished. **DANBURY HAT CO.**, 25 Desbrosses St., N. Y.

### ORIGINAL DESIGNS.

**DESIGN** Labels, Borders, Illustrate Ada. **DOTHY D. DEENE**, 3535 Vincennes Ave., Chicago.

### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

### PHOTO ENGRAVING.

**HALF-TONES** for the job department. Finest cuts at lowest prices. **THE STANDARD ENGRAVING CO. OF NEW YORK**, 61 Ann St.

### RUBBER STAMPS.

**RUBBER STAMPS**—Send for complete catalogue. Finest ever manufactured. At lowest prices. **F. C. WILLCOX**, Mfr., Hamburg, N. J.

### MAIL ORDER.

**BIG MONEY** made in mail-order business. Our plan for starting beginners is remarkably successful. **CENTRAL SUP. CO.**, Kansas City, Mo.

### TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. F. ROWELL & CO.**, owners, on the premises.

### PRESS CLIPPINGS.

**UNITED STATES PRESS CLIPPING BUREAU**, 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

### STEREOTYPE OUTFITS.

**COLD** Simplex stereotyping outfit, \$13.25 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$27. **HENRY KAHRS**, 240 E. 32d St., New York.

### CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list. **BASSETT & BUTPHIN**, 45 Beekman St., New York City.

### MULTIPLATE PROCESS PRINTING.

**5,000** LETTER HEADS on a fine linen paper for 8. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 88 Gold St., N. Y. City.

COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.50 per M in large lots.

**83 PEN 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MEN'S HATS.

**TRY A DANBURY HAT.** We will duplicate in style, quality, workmanship and finish for \$2 any \$3 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 21 Desbrosses St. and 362 W. 129th St., New York.

PRINTERS' HELPS.

**BONDS, CERTIFICATES and DIPLOMAS.** Send for samples and estimates; also lithographed blanks, to be completed by type printing; large variety of patterns. **ALBERT B. KING & CO.**, Lithographers, 105 William St., New York.

ADDRESSES FOR SALE.

By July 15, 1902, I will have complete lists of names and addresses of the voters in these Wisconsin counties: Douglas, Burnett, Washburn, Bayfield, Sawyer, Ashland. If you want a copy, advise at once. **W. A. OTIS**, West Superior, Wis.

TRANSLATING.

**ADVERTISERS** needing the services of thorough and practical translators should communicate with **THE CANADIAN TRANSLATING BUREAU**, Room 23 Ferrier Block, 1306 Notre Dame St., Montreal, Can. Specialty: Translation of English into French.

HALF-TONES.

**80¢**—1 col. half-tones, postpaid. Special terms and bases to publishers. **MAIL CUT CO.**, Philadelphia.

**HALF-TONE** cuts, coarse screen, for newspapers, extra deep. Single col. \$1; double col., \$1.50. Send cash with order and we deliver free anywhere in U. S. **GRANT ENGRAVING CO.**, 113-114 North Ninth St., Phila., Pa.

ADVERTISING NOVELTIES.

For the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**MADE FROM SPIKE NAILS.** Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples. Pan-Am. Expo'n souvenir, 15c. Booklet for asking. **WICK HATHAWAY'S CONCERN**, Box 100, Madison, O.

EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 45-50-55 Maiden Lane, N. Y.

**CIRCULATION** managers will find **Murat Halstead's** latest book, "The World On Fire," a very profitable premium for subscriptions. It is as good as his "Life of McKinley," of which over 700,000 were sold in 90 days. It is a thrilling history of the splendours and horrors of Martinique and St. Vincent, together with the volcanoes of old, and considers phenomena threatening the existence of the globe. Demand enormous. 500 pages, 5x10. Nearly one hundred finest illustrations. Sample copy mailed for 62 cents. Special prices for quantities. Address **THE DOMINION COMPANY**, Department D, Chicago.

ELECTROTYPES AND STEREOTYPES.

**ELECTROTYPE** or stereotype cuts. "When you want good ones, order from Bright's"—old reliable. **St. Louis Electrotype Foundry**, No. 311 North Third St., St. Louis, Mo.

SUCCESSFUL CIGAR ADS.

**ONLY** recently I was offered a tempting price for the scrap-book containing the original matter used in booming the **Blizzard Cigar Co.'s** sales. Not wishing to part with the original, I have, at the request of a number of dealers and manufacturers, undertaken to publish a number of fac-simile copies. A limited number of copies now offered for sale. Over 500 display ads and locals, together with the different schemes which brought the **Blizzard Cigar Factory** fame and thousands of dollars. For details regarding same address **MAX BURG**, New Ulm, Minn.

BOOKS.

**DEPARTMENT STORE DIRECTORY.** \$1 postpaid. 233 Broadway, New York.

**MAKING A COUNTRY NEWSPAPER**—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY**, 334 Dearborn St., Chicago.

**READY-MADE ADVERTISEMENTS.** Messrs. **Geo. P. Rowell & Co.**, 10 Spruce St., New York, send the **Crest** a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. —**Curtis Curran.**

The book will be sent to any address upon receipt of one dollar. **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

# Foreign Advertising Export Trade

The equipment in this department is complete and most efficient.

Plans and estimates prepared for advertising in all countries and publications of the world.

Flat rate combination advertising in special groups of foreign trade journals to reach iron and steel industries, machinery, electrical supplies and kindred trades. Based on inch space, either long or short periods, **AT RATES NEVER BEFORE QUOTED.**

Specimen copies of any newspaper or magazine printed sent for examination to any customer contemplating advertising in same.

We wish you might realize how much good foreign business you could get if you made a little extra effort in the right direction.

The right kind of publicity in the countries most favorable for the sale of your goods would cost very little and be most profitable.

Just to illustrate. We could give you three inches space each week in 20 of the most important newspapers in Cuba, Puerto Rico, Philippines, Mexico and Argentina at the rate of \$25 per week, including translation and all other expenses of the service.

**CHARLES AUSTIN BATES**

VANDERBILT BUILDING, NEW YORK

## FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free.  
**THE SHAW-WALKER CO.**, Muskegon, Mich.

## CARBON PAPER.

**CARBON** papers for pen, pencil, stylus and typewriter. Catalogue of 50 varieties for the asking. A liberal supply of samples for 10 cents in stamps. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE** Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.  
**CONNER, FENDLER & CO.**, N. Y. City.

## BUSINESS OPPORTUNITIES.

**100,000 CIRCULATION** per week for four weeks in Illinois or Wisconsin country newspapers. \$10 for five lines. Send copy and remittance to **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

**INCREASE** income without loss of time, investment of money, or neglect of regular business, by working in connection with the **FINANCIAL INQUIRER**, 35 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

## MISCELLANEOUS.

**PUBLISHERS' COMMERCIAL UNION**: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

**THE BODEGA XXXX WHISKY**. A special brand 10 years old, one gal. or 4 full quarts, \$3. Send check, p. o. or ex. order. **J. W. CALNAN & CO.**, Distillers, 321 Tremont St., Boston, Mass.

**THE** advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address **A. V. LEWIS**, 729 Eighteenth St., Washington, D. C.

## FOR SALE.

**THE** best city in North Carolina is Charlotte. The News reaches twice as many of its people as any other paper.

**THE** best country in North Carolina is Mecklenburg. The TIMES-DEMOCRAT reaches twice as many of its people as any other paper.

**NEWSPAPER** property for sale; daily and weekly. Ohio city of 14,000. Splendid prospects. A low price to responsible purchaser. Only small investment required. Address "**OHIO DAILY**," care Printers' Ink.

**EVERY** issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

## PRINTERS.

**5,000 NOTECARDS**, \$4. Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT**, Printer, Delphi, Ind.

**500 LINEN** letter-heads, ruled or unruled, printed, \$1.25. First class work, prompt. Samples free. **CENTRAL SUP. CO.**, Kan. City, Mo.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

## STOCK CUTS.

**WHEN YOU SEE** a line cut you want, clip the proof and mail to us with 50c, and we will send you a good plate from it, same size—if not over column wide. **MAIL CUT CO.**, Philadelphia.

## ADVERTISING MEDIA.

**HARDWARE DEALER'S MAGAZINE**. Sample copy 10 cents, New York City.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 5,000.

**POPULATION**, city of Brockton, Mass. 40,063. The Brockton **ENTERPRISE** covers the city.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**ADVERTISERS' GUIDE**, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

**ONLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**HEREAFTER WAYLAND'S MONTHLY** will be issued in regular magazine form, fine paper, illuminated cover, and will accept ads. A circulation peculiar to itself. Write **WAYLAND'S MONTHLY**, Girard, Kansas (Dept. F).

**PEOPLE** who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. **M. C. MORRIS**, Proprietor.

## ADVERTISEMENT CONSTRUCTORS.

**ADS** that "work" and convince—4 for \$1. **D. N. RAYNOR**, 50 N. Eway, Yonkers, N. Y.

**IF** you sell goods at retail, ask our customers about our cuts and ads. **THE ART LEAGUE**, New York.

**WRITING NEWSPAPER ADS** is a specialty with **WILLIAM L. OSTROM**, Olean, N. Y. If you need assistance, write.

**YOU'RE** after business. I can help you get it with sensible, vigorous ads, carefully written, strongly illustrated. Samples. **COMMON SENSE ADVERTISER**, Saginaw, Mich.

**AD CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Send prepaid on receipt of price, \$1. Address **GEO. F. KOWELL & CO.**, 10 Spruce St., New York.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

## THE INEVITABLE.

**IT** matters not to whom a cheap, poorly gotten up bit of trade literature may be addressed, it is promptly forwarded to the Waste Paper Basket, and consequently the money it cost is simply thrown away. Quite a lot of people who think they cannot afford to have their "stuff" so disposed of seem willing to pay me a trifle to keep them out of that "W. P. B." For such "Economists" I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards, Newspaper and Magazine Advs., etc., etc. I seek new clients by sending to those whose inquiries suggest business samples of my various "doings." Sending for such samples will cost you nothing and commit you to nothing.

**FRANCIS I. MAULE**, 402 Sanson St., Philadelphia.

No. 11.

# Strong Individuality

is one of the essential features of successful advertising matter. Among the great mass of commonplace advertising literature of the day—you see some stick out boldly from the ordinary kind, like a distinguishing shining medal on the breast of a hero—that's the publicity with strong individuality—the publicity that **has paid—does pay, and will pay.** If you are an advertiser—large or small—we would be pleased to hear from you. We write, illustrate and set up copy, and we will attempt to permeate it with that strong individuality which is a characteristic feature of paying advertising matter.

If we can serve you call on or address

**Geo. P. Rowell & Co.**

**Advertising Agents**

**No. 10 Spruce Street, New York**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 18, 1902.

ADVERTISING is only one link of a business chain in which some other link is likely to be the weakest.

RUHL's Drug Store, 51 S. Prussian street, Manheim, Pa., sends the Little Schoolmaster a series of ads they are using in the local papers. The ads are commendable for good sense in wording, and able display by the printer.

PANAMANIA is, according to a current ad of Rogers, Peet & Co., one of the latest afflictions. The stages of the disease are grouped as push-cart, dry goods, some-hat-store and exclusive-hatters mania. Rogers, Peet & Co. further assert that panamas of real merit have made the fortunes of the fakes.

THE Little Schoolmaster has decided to close the *PRINTERS' INK* 1902 ad contest, now in its twenty-fourth week, with the first issue in October. The last day of entries is September 24, 1902, therefore ambitious adsmiths have fourteen weeks more in which they may make an attempt to capture the awards.

WHEN poor mediums are used in connection with good ones, the good have to offset the poor ones, the general average cost thereby increasing, and the general average returns being diminished. Some prominent concerns have stopped advertising because they used too many mediums that did not pay.—*American Agriculturist*.

SIMPLICITY is the soul of art in advertising.

THE average daily circulation of the Port Huron, Mich., *Daily Herald* was 2,505 copies, as shown by the publishers' detailed report filed with the American Newspaper Directory, covering the year ending October 28, 1901. The *Herald* is only a little over two years old and claims now a circulation close to 3,000 copies per day.

THE *Jewish Daily News* (39,359) and the *Wall Street Journal* (6,213) are the only daily papers in New York City that at the present time allow their circulations to be known. The *Post*, under Mr. Seymour's management, and the *Telegram*, under Mr. Gibson, used to furnish circulations statements to the American Newspaper Directory but neither one does it any more. No Brooklyn daily ever made a practice of printing circulation statements.

GEO. W. SMITH, M. D., formerly of Macon, Mo., now of 600 Northwestern avenue, Joliet, Ill., writes the Little Schoolmaster that a fine line ad which he inserted some time ago in the classified column of *PRINTERS' INK* put him in communication with the company with whom he now occupies the position as chief of staff physicians. Mr. Smith has been a pupil of the Little Schoolmaster for some time and he enjoys the honor of having won the prize in the second week of the *PRINTERS' INK* 1902 ad contest.

THE Municipal Art League of Chicago, whatever that may be, occasionally gets into a spasm of strenuosity, which it works upon billposters, with the result, as it would seem from a ride around the Windy City, that the greater their propulsive energy, the more and bigger the posters. Other cities have organizations more or less complete looking to the same end. Among the super-aesthetic there seems to be a prevailing impression that all and every part of a municipality can be made a City Beautiful, and all that is needful to this end is that the job of the billposter shall be taken from him.

HON. S. H. BETHEA, U. S. District Attorney at Chicago, Ill., requests addresses and particulars from parties who were swindled by the managers of the Independent Advertising Agency of Chicago.

THE thoroughly equipped advertising agency is probably the most efficient counsellor in matters of publicity. In handling the business of several big concerns it buys more space than a large individual firm, and consequently knows circulations, rates, and values of media—matters that count tremendously in saving money. The agency gives its whole attention to publicity and is consequently in touch with opportunities and inside information, just as a newspaper reporter is in touch with news.—*Returns, San Francisco.*

TRUTHFULNESS in dealing with the public outweighs all other considerations. Why should I be any the less careful about the statements I make in talking to the public through the press than when speaking face to face? I speak to each individual who reads my advertisement; my relation to him is a personal one. I must win his confidence. I can only do it by telling him the truth. Not only must I take good care that I do not deceive him, but I must so word my advertisement that he cannot be self-deceived by it.—*Dean Alvord, before the N. Y. Sphinx Club.*

If you have ever had any experience with advertising agents you will find that there are certain ones who have nothing but prices to flaunt at you. They will take your business for anything you are willing to pay. Service is nothing. They deliver their goods one way or another, and it is not often they offer you the best to be had, but so long as it is the price only which tempts you, you are apt to overlook quality. Then there is the other agent who would like to have your business. He will charge you a little more, but gives much more for your money. He is of real service. He is ready to prove how his services may help.—*Batten's Wedge.*

A SINGLE misrepresentation in the ad is equal to fifty in the store.

W. P. FULLER & Co., San Francisco, issue a large book containing sixty views of their plants for making white lead, paints, varnishes, lubricating oils and mirrors. These views are about 7x9 inches, made from excellent photographs and drawings, and are sure to be of the first interest to anyone familiar with the firm's products. The Sunset Press, Sunset Photo-Engraving Co., and J. W. Stateler, photographer, all of San Francisco, deserve mention for the artistic and mechanical work.

AN excellent little "Shaving Manual" comes from the mail order department of the Ransom & Randolph Co., Toledo, Ohio. The outfit which the firm advertises in magazines is used as a basis for pictures and description, and little chapters are given to the making of a razor, and explanation of the quality it should possess, and to those of the strop, brush and accessories. Directions are also given for shaving, and for honing and stropping a razor. The booklet is clear and compact, and will surely be read by every man who has a beard, as well as by women interested in that sort of a man. The Franklin Press, Toledo, did the printing.

IN the purposes of business life, one has to deal with a question from the practical and not the theoretical standpoint. This fact is underlying the intent, the arrangement and usefulness of the American Newspaper Directory. It's a practical book for practical business men. Theories, imaginary claims and selfish exaggerations are reduced to what they are likely to be in their naked truth. The system of the American Newspaper Directory tends to establish a basis of units, things tangible, which one may grasp and figure on. It travels on the narrow path of truth and it has further proceeded on that road than is convenient for some people to admit. Its system of weighing and measuring publications, saves worry, money and time to advertisers.



"MICHIGAN IN SUMMER" is the vacation travel folder of the Grand Rapids & Indiana Railway, issued by Mr. C. L. Lockwood, general passenger agent, Grand Rapids, Mich. It has an attractive cover design, contains complete information concerning all resorts reached by the road, is profusely illustrated, and has two excellent maps tipped into its pages. Its one failing is a rather crude use of color in some of the pictures. The Dean-Hicks Co., Grand Rapids, did the printing.

"THE American Invaders" is a series of short articles by Fred A. McKenzie that originally appeared in the *London Mail*, and were published in book form last year by Street & Smith. They not only point out specific instances in which American firms have taken trade from John Bull in his home market, but lay fingers upon the causes and prescribe remedies. Now, the Paul E. Derrick Agency, Tribune Building, New York, have prefaced the book with further matter relating to English markets, and are sending out complimentary copies to all who are likely to be interested in the Yankee invasion of Great Britain. In this shape the book is an excellent ad for the Derrick Agency, and will undoubtedly be very helpful to their London office.

IN dressing a window containing Morton Grinnell's book, "Neighbors of Field, Wood and Stream," Brentano's recently used fox-tails, stuffed birds and other things savoring of outdoor life. Seems as though a book window display ought to be the most enjoyable thing in all window dressing to work out, provided the book is one of pronounced character. Outdoor books are very plentiful just now, and the use of outdoor symbols and traps has been somewhat limited. If such books are attractive to city people, surely a window dressed with outdoor things ought to draw them and interest them in the book. The Brentano display was extremely effective on Broadway, and could have been made much more so had it been carried a bit further along the same line.

EVERY single copy of a good daily newspaper that finds a reader is a pertinent reason for advertising.

SUCCESS will not be found at the end of the rutted road. It is the goal that is reached only by blazing a pathway of your own.

JUSTICE LAUGHLIN, in Supreme Court, Buffalo, has ordered a permanent injunction, with costs, and a full accounting of sales, to issue against Paul B. Hudson, the manufacturer of the foot powder called "Dr. Clark's Foot Powder," and also against a retail dealer of Brooklyn, restraining them from making or selling the Dr. Clark's Foot Powder, which is declared, in the decision of the Court, an imitation and infringement of "foot-ease," the powder to shake into your shoes. Allen S. Olmstead, of Le Roy, N. Y., is the owner of the trade-mark "foot-ease." The decision in this case upholds his trade-mark and renders all parties liable who fraudulently attempt to profit by the "foot-ease" advertising, in placing upon the market a similar appearing preparation, labeled and put up in envelopes and boxes like foot-ease.

ART and advertising may not be wholly synonymous, but as a rule the advertisement that is artistic from the typographical standpoint is one that attracts. Within the past ten years typographical art has made radical advances. Before 1890 it was a thing of Egyptian ornaments and as many faces of type as the compositor could crowd into the space given him. But the reform has made simplicity the main typographical virtue. Nowadays a printer can do an immense range of work with two or three series of type, and a piece of artistic composition is something that appeals to the best taste of the reader. Formerly it was an exhibition of the different faces at the compositor's command, or as many of them as he could use. The present tendency is to make all printed matter easy to read, and the highest forms of the art find expression in advertising matter.

THE small advertiser has no excuse for doing poor advertising.

THE public's present liking for Nature books and pictures is beginning to have effect upon Nature's good friends, the seed and nursery men. Stiff, lifeless woodcuts of trees and plants will probably disappear from the advertising world very shortly, for there are endless possibilities in such material, and the modern photographer and etcher are bringing them out. One of the best late things of the sort is a catalogue of the Andorra Nurseries, Philadelphia. It contains some superb pictures of trees, plants and shrubbery, accompanied by descriptive text which is very far from the formality of the nursery catalogue of old. The cover is decorated with a color reproduction of autumn oak leaves, with simple gilt lettering, and the whole booklet shows that its designer not only determined to get away from the old-style seed and nursery catalogue, but took the precaution to forget them altogether and build as though they had never been.

HERE is an odd fact proving that advertising has far more influence upon women than upon men. A certain Broadway clothing store which handles a line of men's clothing not widely advertised, also carries a side line of children's clothing made by a firm which uses whole pages in the magazines. A PRINTERS' INK reporter was told that this discrepancy in stock is due to the fact that women, who are the natural buyers of children's clothing, insist upon having makes that are advertised in magazines and daily papers, and simply will not take substitutes. Mere man, however, is more manageable. When he wants the advertised makes he usually assures himself that he is going to a store where they are sold. If he does not take this precaution there is little difficulty in convincing him that all makes of men's garments are nearly alike, that the unknown makes are just as good and considerably cheaper, and that the cost of the publicity is tacked onto advertised lines.

WHEN PRINTERS' INK has awarded the Sugar Bowl to the best Agricultural paper it has in mind offering another to the best Religious paper. Mentioning this fact to an advertiser interested in such matters, the Little Schoolmaster was somewhat amazed at the response he received. It was expressed in these words: "That Sugar Bowl will have to go to the New York Sun."

MANY of the country editors see in the distance the disruption of their business through the encroachments of the big city dailies. Such fear is groundless. The country paper that minds its business and does not try to compete with the big daily of the city is in no danger of annihilation. The province of the latter is to give the general news, that of the former to distribute the local news. People who live in small towns are very loyal to their sections. Should they go away to any distance they invariably, if they be reading men, subscribe for one of their home papers.

ONE of the most successful of real estate salesmen once said he found it necessary to tell a customer the truth nine times out of ten in order to make one lie effective when told. The advertiser cannot afford to tell the one lie; it will certainly come home to roost. We are confronted almost daily by customers who hold in their hands an advertisement which appeared three or six months ago. Stick to the truth, but make the truth mighty attractive. It is irresistible if stated in an interesting, entertaining and original manner. There are twenty-six letters in the English alphabet. Out of this small lingual ore pocket have been coined to date 75,000 words. Daniel Webster had no greater storehouse of words from which to draw than a justice of the peace from Squeedunk. It was the arrangement of his ideas, his forms of expression, his word combinations, which gave to his utterances their immortal distinction.—Dean Alford, before the N. Y. Sphinx Club.

WRITE your advertisement, then weed out the adjectives. The result will be a good ad.

THIS is an age of specializing. Nearer and nearer individual men are reaching a point where the doing of one thing and one thing only is deemed essential to success. The age demands thoroughness. Physicians and lawyers devote themselves to special branches of their respective professions in order to attain excellence in them. This fact applies with peculiar force to the man who writes advertisements. It is not true that because a man knows what he has to sell and knows how to buy what is salable, that he is capable of impressing that fact upon the public by means of an advertisement of his own writing. Writing is an art of itself. The advertising business has grown to such large proportions and there is such competition in it, that it calls for ability of no mean order to be able to write such as will bring in desired results. Antitude is a prime essential.

A MOST comprehensive and interesting booklet comes from the *Morning Star*, Muncie, Ind. First, it is well printed, with an attractive stippled cover. Second, it contains a fac-simile of the paper's A. A. A. certificate, with a reproduction of the Little Schoolmaster's roll of honor of publications that have been investigated by the Association. Third, there is a reproduction of a letter from the Merchants National Bank, of Muncie, showing that \$1,000 has been deposited, which that institution is authorized to pay to any person who disproves the paper's sworn statements or who is refused access to its circulation records or contract files. A detailed statement is given for one day in April, showing the distribution of every copy of 20,754 copies to each town in the *Star's* territory, and statistics of the business, industries and resources of that territory are given in most minute detail. Altogether it is a most complete little volume, calculated to show just what the paper has to offer in the way of advertising service.

THE rather meteoric journalistic firm, Messrs. Kellor, Ashbaugh & Butler, of the *St. Paul News*, *Omaha News* and *Kansas City World*, have bought the *Des Moines News*. They now control four independent popular one cent evening papers, which appeal in tone and character to the middle classes, if such can be said to exist in the West. The former owners of the *News* will remain with the paper, and each retain a small stock interest. Mr. John J. Hamilton is business manager and secretary of the new company, Mr. E. A. Nye, editor, and Mrs. Ella Durley associate editor. Mr. Lee T. Waterman has resigned as advertising manager and will hereafter work under Mr. Butler's direction in the foreign field in the interest of the four papers. This change will not affect Mr. Antisdell and Mr. Bertolet, whose good work in New York and Chicago have earned for them a high place in the confidence of their employers.

THE cut-rate problem is confronting publishers of widely advertised novels, according to the *American Author*. Department stores lower prices below the wholesale rate in order to attract people who are familiar with books through the publishers' advertising. This exploitation of novels as "leaders" kills the sales at book stores that maintain prices. As there are several thousand book stores in the United States and but comparatively few cut-rate department stores, the publishers naturally protect the book trade. In some cases, however, the authors of such books have themselves sold supplies to the cut-rate stores under the impression that their reputations were extended by sales at any price. Their contracts with publishers give them the privilege of buying copies at a trifle above cost, and they are able to sell below wholesale prices and make a slight profit. The *American Author*, which is the official organ of the Society of American Authors, explains the harm that is done to the book trade by these methods, and through that to the authors themselves.

THE Bates Advertising Company has been incorporated under the laws of the State of New York, with a capital stock of \$500,000, of which \$50,000 is preferred and \$450,000 is common. The company will carry on a general advertising, printing and publishing business and has bought the business and will execute the contracts of the Charles Austin Bates Co., the Bates Publishing Co., the Cabates Press. The new company begins business with ample capital and with no liabilities of any sort. The incorporators and directors of the Bates Advertising Company are: Charles Austin Bates, Joseph Gray Kitchell, J. M. Ostrander, Henry Vorce Brandenburg and Elisha Tibbets. The general offices will be at 132 Nassau street, New York.

CIVILIZED man (and his wife) have a well defined love of opening sealed envelopes. Much of their happiness comes in envelopes, and the postman is the most universally watched individual among us. A New York retail drug firm has, in each of their three stores, a showcase basket filled with sealed envelopes containing circulars. Over them is the sign, "Please take one—valuable information." It would seem to be an ancient way of advertising, but many are taken every day, and the firm gets appreciable returns. The circulars are four in number, written in a sane way, describing seasonable preparations made by the firm itself—cough lozenges, an elixir of phosphate iron, quinine and strychnia, with a little heart-to-heart talk about cheap tonics, a dyspepsia cure and a price list of standard articles, such as seidlitz powders, tooth paste, soaps and the like. Most people who take such an envelope are aware that it contains advertising matter, beyond doubt, but the neat package fits into the pocket and human nature's love of opening envelopes is deep seated. The results in this instance are due to the fact that the circulars, while not printed any too well, are sensible, timely and convincing. It is not likely that they would be taken if they were loose.

COMMERCE between the United States and Porto Rico is increasing rapidly, especially since the removal of all tariff restrictions. Our purchases from Porto Rico are nearly three times as great as the average during the closing five years of Spanish rule in the island, while the shipments from the United States to Porto Rico are five times as great as the average during the five years preceding the termination of Spanish rule. The receipts of merchandise from Porto Rico at the ports of the United States now range between five and six millions annually, and the shipments to Porto Rico, which were about seven million dollars in last fiscal year, seem likely to be ten millions in the present fiscal year ending June 30.

ALLEN L. BURK, Franklin, Pa., publishes an illustrated handbook of information concerning that town which is to be used partly as a municipal advertisement for the purpose of interesting capitalists, manufacturers, business men, mechanics and every species of good citizen who can be induced to swell its population or industries. The following excerpt from the introduction errs on the side of slang, but does not lack vigor:

If you are the right stuff and mean business, the glad hand and the opportunity await you. If you cherish a worthy purpose, fortified by grace and backbone, Franklin is your persimmon. If you believe in high endeavor and have the sand to prove your faith by your works, this neck of woods will "fit you like the paper on the wall." Right here and now is room, with a hearty welcome thrown in, for folks not afraid of the cars and eager to keep step in the forward march. Bracing as an Alpine zephyr, Franklin's bright past impels to still greater attainment. Freightened with vim and ginger, the fruitful present is O. K. from the ground up. Founded upon the rock of solid desert, the radiant future is full of promise as the career of a bill-collector. The very ozone begets grit and vigor, quickening the pulse and the pace and expanding the lungs and the ideas alike of the seasoned native and the just-arrived tenderfoot. Look the place over from a to z, see how it fills the bill and act accordingly. "He who misses the best is a loser, whether he knows it or not." The best in the shop is at your service, and "no trouble to show goods," so don't be a clam or a loser. Should you pronounce everything satisfactory, hitch your wagon to a star, cast your lot among us, and grow up with a growing, hustling, prosperous community.

FOR many years the advertiser has been coming into closer touch with the publisher. Forty years ago the publisher had space to sell, but he manifested little disposition to encourage the advertiser to buy it. The latter, in turn, was indifferent to the publisher and used space because he thought it was necessary to his business. There was a sort of antagonism between them, each thinking the other was trying to get the better of him in a bargain. Now all this has changed. The advertiser receives fair treatment from reputable publishers, who have learned that the interests of the advertisers are their own.

THE *Rubric*, "a magazine de luxe" from Chicago, is the latest of its long line. It contains, as usual, a little verse, a little hot-house "art," a little sentiment, a little theoretical socialism and a little advertising, all done up in freaky little pages and garnished with indecipherable little flubdubs in two colors. In this case the printing is somewhat above the average, but is not notable for originality. It is not well to name names in speaking of this matter, but, despite the fact that much of the best printing produced in his country to-day is done for advertisers, there prevails in many quarters the odd notion that fine printing cannot be done for sordid dollars, nor by the vulgar. Once a month, upon the average, some high-souled, harmless and altogether worthy person—very young, ordinarily—sets up his little printery away from the soiled printing-house districts and announces that he is about to raise the standard of typographical art. With amazingly few exceptions the product is imitative and of wholly indifferent quality, and the uninformed public buys it in at prices that are far from right. In the meantime, the real art of printing things is being steadily advanced by such sordid souls as Mr. Shepard, of Chicago, Mr. Kimball and Mr. DeVinne, of New York, Mr. Barta, of Boston, and other silent folks who print largely for advertisers.

COMMON sense is the working capital of the capable adwriter.

FROM the Gorrien Portable Shower Bath Company, Minneapolis, come two booklets worthy of praise. The most impressive is a little health treatise in which plain, unadulterated water, taken in the form of baths, is contrasted with quinine, acetanelyd, phenobromate and other more harmful therapeutic agents. The booklet's strength lies in the fact that the company's portable shower bath apparatus is made secondary to the theme of the treatise—water. Few firms are far-seeing enough to let the horse pull the cart in this respect, and when advertising as logical from the reader's standpoint is submitted to them, they unharness the horse and put him behind forthwith. The suit of clothes must overshadow the figure in a fashion plate, and house and landscape must be subordinated to the shingle stain or patent roof. To the ordinary reader, however, things kept in their proper relations make the most attractive and sensible advertising arguments, and a well written paper upon the medical virtues of water will not fail to carry its shower bath moral, however it may appear to be hidden. The second booklet takes the form of a story, and has but one fault—lack of pictures. Presumably the pair is sent out together, but there is every chance of a separation, and the second booklet needs at least one good halftone to give point to its text.

#### SEVEN DEAD ONES.

Mr. J. W. Hays is Secretary, Treasurer and Business Manager of the *Commercial Appeal* published at Memphis, considered the leading newspaper in Tennessee and claiming to have the largest circulation in the whole South. Mr. Hays asserts that the Board of Directors, by which that great newspaper is managed, has not for some time past allowed him to advertise in any publication. The Board of Directors consist of Jno. Overton, James Lee, Jno. K. Speed, W. B. Mallary, G. D. Raine, E. E. Wright and W. J. Crawford.

## MR. GIBSON ON SECOND-CLASS RATES AND PRIVILEGES.

In the present wide-spread discussion of second class privileges and abuses, together with defense and denunciation of Mr. Madden, the postoffice department, the government and humanity in general, the following opinions recently given 'o PRINTERS' INK by Mr. Joseph W. Gibson, publisher of the *Clothing Gazette* and the *Haberdasher*, New York, are of considerable interest:

"To my mind, the whole of the present difficulty comes of improper and unjust classification of periodicals entitled to second class rates," he says. "The fundamental purpose of this special privilege was to foster education by helping to put newspapers and other periodicals into the hands of the people at a time when periodicals were not supported by advertising. The conditions that obtained when this privilege was first granted were such that it could hardly be abused. But conditions in the publishing world have changed wonderfully since then, and the system has bred innumerable abuses. Second class rates are now granted upon a mere ruling of the postoffice department. This ruling is a shifting one, too changeable a basis for deciding the complex questions that have arisen from it. The postoffice authorities are trying to alter it so that everybody will be pleased, and the result is that nobody is exactly pleased, while many are displeased beyond expression.

"It seems to me that special legislation will have to be brought to bear for the purpose of obtaining a new, modern classification. The privilege of mailing at a cent a pound should be granted only to daily papers. Every other description of publication, whether magazine, country weekly, religious journal and what not, should be put into a separate class and charged a new rate. This rate ought to be high enough to pay the cost of transportation and handling without a profit. Five cents a pound seems to me to be a fair and equitable rate. In every item save this one of second-class matter the postoffice is a paying, business institution. Upon some of its matter it makes a profit. The losses sustained by carrying second class matter at a cent a pound are borne by the people. These losses benefit nobody but publishers who are conducting profitable periodicals, and who can afford to pay postage. They pay for their ink, paper, printing and matter. Why should they have free postal privileges?

"Consider the trade journals. They are not educational in any sense, but are published as business enterprises for the benefit of special classes. They are all profitable—those worthy to live, at any rate. Here is the *Apparel Gazette*, published in Chicago. It has 186 pages, including cover, and of this number 119 are pure, unadulterated adver-

tising. Does a periodical enjoying that amount of advertising patronage need help from the United States Government? Here is the prospectus of the *New York Trade Review*, which is to condense matter from all trade journals and be a sort of *Review of Reviews* to the trade press. It is to be published at thirty-four cents a year. That is a ridiculously low price. The periodical must certainly cost much more to produce. Is the saving upon postage to pay the difference—or the advertising? The latter, certainly, and if it cannot be published without help from the government it has no cause for existence.

"The *Haberdasher* has 102 pages of advertising and 58 pages of reading matter. Other trade papers show about the same proportion, and many of the magazines the same. Trade papers, magazines and practically all periodicals save the daily papers are published for special classes who can afford to pay for them. If their subscribers or advertisers will not support them, they are not worthy of support at all, much less of being maintained by special government privilege. If they cannot pay their postage, they deserve to die. It is manifest injustice that the people of the United States should be compelled to maintain periodicals that are prosperous enough to support themselves.

"The daily paper stands upon a different footing. It is really educational. It is nearer the whole mass of the people than any other one thing. It is, for its price and the service that it renders, the best return that anybody can get for money. The daily newspaper—and especially the metropolitan daily newspaper—is absolutely the cheapest thing on earth. It costs more to publish than other periodicals, and in many cases is published at a loss. It carries a greater proportion of reading matter to advertising than any other periodical, and this reading matter is of a more expensive, necessary and generally useful class. Consequently, the daily should be fostered and aided by the government. The people can afford to be taxed to obtain it at a cent a pound for mailing.

"Part of the outcry raised against the readjustment of second class privileges comes from publishers of country weeklies. They cannot see beyond the few pennies that they save in postage, and never seem to realize that second class privileges are of a direct help in enabling the metropolitan dailies to invade their field. When anything is said about abolishing second class rates, or the Loud bill comes up for consideration in Congress, they immediately howl a protest to their congressmen and senators. The second class privilege means very little to them in the way of direct benefit. Five cents a pound would increase their postage very little. Those who are wiser recognize the fact that the day of the country weekly has gone by so far as competition in the general news field is concerned, and center their efforts upon publishing a purely local paper.

"I am sure that this kind of classification would be fairest to the greatest number. Abuses of the present system are so obvious that it is not necessary to enumerate them.



## THE BRITISH ADVERTISING SITUATION.

Mr. Frank N. Doubleday recently returned from London after completing arrangements for the establishment of an English edition of the *World's Work*. Incidentally, he brought back some opinions of English advertisers, advertising conditions and advertising possibilities that differ widely from the prevalent American notions of these matters. We, judging chiefly by British advertising as it is, in all its conservatism and seeming ineffectiveness, regard John Bull as one who has fallen sadly out of touch with the age—with all ages, perhaps. We are regretful, and filled with charitable commiseration, but that is our real opinion, and current British advertising does much to strengthen it. Mr. Doubleday, however, finds John's advertising horizon all aglow with good omens, and as the publisher of *Country Life in America* and the *World's Work*, his opinions are worthy of all consideration from the discriminating. The standards maintained by these two distinctive magazines prove that Mr. Doubleday either knows something about advertising or employs a person who does know.

"We will publish an English *World's Work*, not merely a London edition," he says. "Of course, the British public is interested in the work of the world that is being done by Britons. In some details of editorial policy the new publication may differ from the old, but we shall follow our American model in the mechanical and advertising details. Henry Norman is to be the editor, and I regard him as the best man in England for the place. The printing is to be done with American machinery—Lanston typesetting and Cottrell presswork. The problem of printing was one of the most difficult that arose. I took a copy of the *World's Work* around to different printers and asked them if they could duplicate it, but found that most of them lacked facilities. There is no demand for fine printing, evidently, as customers will not pay the price that it is necessary to charge. But

we have succeeded in arranging for mechanical work that will be up to American standard.

"Postage is a heavy item of expense over there, for the newspaper rate—corresponding to our second class rate—extends only to dailies and weeklies. The charge for periodicals admitted is a half-penny per copy, regardless of weight. Publications accorded this rate bear the words 'Entered at the General Postoffice as a newspaper.' The rate is intended to be strictly for newspapers, but is applied to weekly magazine like the *Ladies' Token*. Monthlies, however, must pay regular postage, and each copy of our publication will cost us about four cents for mailing.

"The first number will appear in the fall. Our advertising policy will be the same as here—that is, we will devote our best effort to making thoroughly artistic ads at our own expense. The advertising situation is really the most interesting detail of the new venture. I do not boast when I say that we go to greater lengths and spend more money than any other publishing firm in getting up artistic, attractive matter for those who use space in the *World's Work* and *Country Life in America*—we furnish designs, drawings, plates and matter for about half the publicity that appears in both. The ads speak for themselves, surely. This policy is costly, but profitable. Artistic advertising brings greater returns, and we secure a more desirable patronage. I believe that artistic publicity can be made to pay a profit upon every dollar put into it. I made a point of canvassing representative English advertisers on this subject. The ads in the *World's Work* amazed them both by quality and quantity—we had 110 pages in the May number. But they were pleased with them, and promised ample support. English advertisers are ahead of English publishers. They really know the value of artistic publicity, but the quality purchasable in their market is far beneath what they appreciate, desire and are willing to pay for. The English advertiser is learning modern methods very rapidly, but publishers are be-



hind the times. The agencies, too, are following antiquated methods. I believe that the introduction of our service and standards in England will meet with appreciation and be the means of bringing about radical improvements. Advertisers over there are learning from Americans, and the proverbial British indifference to innovations is not nearly so strong as we think. Good advertising is certain to be as potent with the British public as it is with ours, and when we demonstrate what can be done there will be no lack of support.

"Another branch of American advertising that will ultimately be introduced over there with great success is that of follow-up literature. They have almost nothing that approaches our beautiful booklets, folders and novelties. Right at this moment there is the chance of a life time for a half dozen capable American advertising men to go to England and introduce advanced methods. They must be inventive and capable of writing, designing and placing publicity of the highest grade. This sort is bound to stand out above the great, commonplace mass, and cannot help being profitable. They ought to be the best men we have in America, but I don't know how to get them to emigrate. I needed high class advertising men very badly in launching this new edition, but could not get them. They are all busy here. The personele of the new magazine is practically English. They are all good men, however, and know the London field thoroughly.

"England is full of Americans who are making their everlasting fortunes. Posters urge you to patronize British industry by smoking Guinea Gold cigarettes and using Bryant & May matches. The matches are made by the Diamond Match Company, and the cigarette factories are getting out a tenth edition of the Encyclopedia Britannica. The ninth edition, published by Englishmen, is in twenty-five volumes, and took about fifteen years in the making. The Americans are cutting out all the old philosophical treatises, bringing everything up-to-date, illustrating with three-color plates and com-

paring the work into eleven volumes. They intend to do the whole in two or three years.

"England is waking up to a realization of her short-comings. The waking amounts almost to a catastrophe so far as her trade is concerned. The recent steamship combine hurt her pride deeply, and was more generally discussed than the Boer war. But John Bull has plenty of bottom and spirit in him still, and when he is once up and going there is no telling what he will do. The trade invasion means about the same thing to England as the great fire did to Chicago.

"Don't believe the stories of English indifference to Americans. The English business man likes Americans and the American spirit. He is apt to be cold to another Englishman, but when an American calls he is glad to listen to him. Contact with the Americans has taught him that the Yankee is original—or, at least, different from himself. Sometimes he is a little afraid of him, not having learned to discount American humor and the tendency to overstate things. The Yankee overstates, while the Englishman understates. The invading American is not the only type over there, unfortunately, for there seems to be another kind, of American whose one purpose in life is to rub the invasion in. English methods of doing business are slow compared with ours—that is, they combine business and social life. When I went over in former years I made good progress because I was comparatively a stranger, but now I do business with friends that I value highly and who would be hurt if I refused to take dinner before closing a deal. Another very noticeable trait is the Englishman's inability to combine chaff and humor with business. Here we think nothing of making a serious proposition and sandwiching it between two jokes, but the English business man is intensely serious in all his dealings, and cannot be brought to an understanding of our pleasantries."

LEBON says: "Affirmation, repetition and contagion are the processes that produce impressions."—*The Making Method.*

## AN ENGLISH ADVERTISING AGENCY IN NEW YORK.

During the past few years there have been some venturesome American advertising men who had the hardihood to open agencies in the English metropolis with the view of securing English advertisers for American publications. Some of these have been successful and some the reverse.

Perhaps it is not generally known, however, that for the past three months there has been in New York City a well equipped English advertising agency.

This agency is a branch of T. B. Browne, Ltd., of Queen Victoria st., London, and it is located at 7 East 42nd street, with Mr. Arthur T. Blaber in charge. It is completely equipped with files of English and colonial newspapers and magazines, with all the usual office environment of a first class agency.

A PRINTERS' INK reporter had a brief talk with Mr. Blaber, who, at the commencement assured him that his agency was by no means in competition with any American advertising agency, but would, on the contrary, work in harmony with them. Mr. Blaber will not place any business in America but only in Great Britain, her colonies, and the Continent of Europe. The branch was suggested to the head of T. B. Browne, Ltd., Mr. James Wann, during a visit he paid to this country last year. The increasing growth of American advertising in England convinced him that a first-class agency such as his could get the lion's share of American business if he came here after it instead of waiting for it to go over there. So he rented a suite of rooms in the Transit Building and installed Mr. Blaber as American representative, having as assistants two other gentlemen who understood this field thoroughly.

"American advertisers have long since recognized," said Mr. Blaber, "that Great Britain and her colonies are excellent markets for their products, but it is only within the past few years that a regular 'invasion' as I may term it, of American advertisers, was begun by your merchants and manufacturers. In former years we had a few of your patent medicine advertisers, but now almost every line of business is represent-

ed in the British market by your enterprising advertisers.

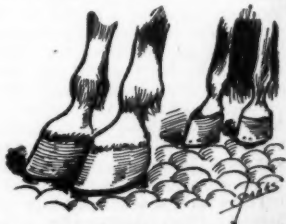
"Many of them went over there, however, but poorly equipped for a British advertising campaign, not realizing that there is a vast difference in the systems of publicity in the two countries. They generally found it out after they had wasted most of their appropriation. Now if it be necessary for an American advertiser to place his business at home through an advertising agency, how much more necessary is it when he begins to advertise in countries that he knows little or nothing about?

"The late Mr. T. B. Browne saw the need of an agency like ours over here and it was his intention at the time of his death, eight years ago, to establish one, but the plan fell through on his demise. Mr. Wann, however, determined to carry out the project and here we are. Although only three months in this field I have already had the pleasure of forwarding home some big contracts, although of course I am not looking for much business until Fall.

"You see, the fact of our agency being here, on the spot, as it were, saves the American advertiser abroad a whole lot of trouble and unnecessary expense. Take, for instance, the case of one of your manufacturers who wants to cover the Australian or the South African field. To send a reliable man out and keep him there for a reasonable length of time would be a very expensive plan. All the information he wants about those countries, the people, their habits and needs, the newspapers and their rates, etc., we have at our finger ends, for those countries are as well known to us as New York City is to you. Here we have all the files of British and colonial publications. We are familiar with and are constantly doing business with all transatlantic mediums, printed in all languages, and we can make up lists, give advice and estimates without the slightest delay.

"But we do not encroach at all upon the province of the American advertising agencies, as our field of labor is a totally different one. As a matter of fact, we are a benefit to many of them, as we recommend British advertisers seeking the American market to place their business through one or other of your admirably conducted agencies."

## UNSOLICITED TESTIMONIAL.



DEAR SIR—I HAVE USED TWO PAIR OF YOUR SHOES, HAVE FOUND THEM THOROUGHLY WATER PROOF AND UNSHINK-ABLE.

## DRAWING ATTENTION.

By Joel Benton.

Probably the most monotonous advertising, in its physical form—if that phrase can be properly applied to typography which is com-



mon to all the announcements—is that of the English London dailies, particularly the *Times*.

As there is no display and the advertisements one and all are like so many exactly-alike houses on a block, each has the same emphasis and no one calls for special attention. An advertising page so made looks to the eye well enough as a *tout ensemble*; it gives the paper a certain sobriety and dignity, but it is not vocal or appealing.

It would be, in fact, almost hidden from attention, except for one thing—its classified arrangement. The majority of people turn to an advertising page from time to time to seek some particular information, or to find something offered which they want. If this is a boarding house, or a line of travel, or a house and lot, or a remedy, they need not go over this whole immense dreary tract of advertising to see the announcement they are interested in. All that is necessary is to find the classified heading and study what proffers and statements are made in the advertisements under it.

There are some American papers, to be sure, that arrange a part of their advertising space in this fashion and some English papers that surrender to the variegated

and more modern styles. In a "want" column or page—the different wants themselves being classified—display is not necessary. It would look a little grotesque so applied and would add no element of strength.

But these things mentioned are exceptions. For the great bulk of modern advertising there is a need of the highly loud voice and strong articulation. To attain this typography and pictured adornment are the chief helps. It almost seems sometimes as if they had now done their utmost and that even a genius in typography like De Vinne will have trouble soon to make a title page or an advertisement in a fresh and striking fashion.

Still, when we think the last new impressive typographical or pictorial trick has been played, we are aroused now and then by another and probably shall be for a long time to come.

This assertion is borne out to some extent by the latest publicity output of the National Biscuit Company.

However this may be, there are other modes of drawing attention. An advertisement that gives its own brief six worded weather report is calculated to catch the eye daily and afterwards to be read itself. A line of advertising too which is always topped or concluded by some maxim or epigram, or some couplet of poetry will soon



draw daily attention. The reader will have soon a hankering to know whether he will find Seneca, Epictetus or Goethe or Pope called upon in that advertisement.

It was this sort of expectance that induced people to go to hear

Theodore Parker, preacher a generation and more ago—in the certainty of getting something new. For as Lowell said to these expectants:

"You won't know beforehand Whether you are to be Bibled or Koraned."

Those who remember Josh Billings' Almanacs will notice that all that made their great circulation and prosperity was not the Almanac part at all. That was scarcely different from all the others issued for some years. What drew people to it, and helped to give the humorist his fortune and his celebrity was the witty *obiter dicta* of sententious sayings.

Drawing attention, it is well understood, is not all. We often enough reiterate that. But it is nevertheless one of the few absolutely necessary and vital things. So if something utterly alien to the main text is invoked for the purpose of making the text itself read, it is a thing well to do. Be sure your advertisement is what it should be of course. But be as sure as you can that you have in some way secured attention for it.

### STIMULATING CURIOSITY.

By Seth Brown.

The advertisement, teeming with facts and figures, with all the information, technical and otherwise, that can be gotten into the space, is not of necessity a good ad. Something more is necessary. The study of advertising is, primarily, a study of human nature. We find human nature, especially in women, seeking new things, and the advertiser who takes this into account will do the best work.

Many advertisements are so plain and comprehensive and matter of fact that they are tedious in the extreme. This is especially true in attracting women's trade. I cannot better explain my point than to illustrate some department store methods:

Here comes the great Stone Emporium, distributing samples taken from new spring dress goods. Our buyer friend, Mrs. Jones, receives the samples and looks them over. They are new, neat and pretty,

and, so far as the Stone Emporium is concerned, she satisfies herself that she knows what their stock is this season. There is no element of curiosity left unsatisfied, and she passes by the Emporium and wonders if some other store in town does not have something a little different, possibly a little nicer.

The time comes for Mrs. Jones to go shopping. Possibly she may take the Stone Emporium samples with her, but it is not likely that she will go there first, because her curiosity has been satisfied in that direction, and she starts out for some other place, to see if they have got anything as nice as the Stone people offer, and now she has gone into the other man's store it is up to their salesmen to sell her, and nine chances out of ten, if they are "on to their job," they will do it. The Stone people have gone to a good deal of expense but have forgotten the necessity of stimulating Mrs. Jones' curiosity.

I believe in facts and figures, but they must be properly used to get the customer into the store, and I have known advertising campaigns, seemingly well planned, that failed because the advertiser failed to know that the power of suggestion is a great feature in advertising. It is not what the ad says directly as much as what it suggests that gives it pulling power. Most ads are only expected to develop inquiry, either by mail or personal visit, and that which serves this purpose best makes it possible for the advertiser to get in his fine work closing the deal after the inquiry is in his hands. It is seldom that an ad can be sufficiently lengthy or explanatory to cover all the points necessary, and either by salesman or in the "follow-up" system, it becomes necessary to do that part of the business which is most profitable, turning inquiries into sales.

ADVERTISING is compelling other people to accept your valuation on things you control.—*The Mahin Method.*

THE business man who enjoys seeing his name in the paper very often pays too much for that enjoyment.—*White's Sayings.*



No one thinks more of Omega Oil as a rub-down than I do. It is a liniment of amazing soothing and strengthening power.

*Joe J. Jeffries*

CONSPICUOUSNESS IS HERE ACHIEVED.

## ADVERTISING THE TELEPHONE.

BUFFALO, June 2, 1902.

Editor of PRINTERS' INK:

I have been a close student of PRINTERS' INK for some time, and each week I have become more interested in "Ready Made Advertisements." A desire to be criticised induces me to send you some sample ads. I have failed to

sults warrant a continuance of this policy for an indefinite period.

I claim for these ads:

1. Conciseness.
2. Truth.
3. Force.

Modesty does not permit of a further enumeration. C. A. SPAULDING,  
Traffic Manager.

The excellence of the advertising done in the interest of the

## INSURANCE

You take no chances with

### Telephone

In the Home.

Fire Department has 47  
Telephones.

Residence Rates as Low as  
\$2.00 a month.

**Bell Telephone Co.**

## HELP

To Summon

### FIRE DEPARTMENT

Tell Telephone Operator,  
"Fire Headquarters." She  
Does the Rest.

Residence Rates as Low as  
\$2.00 a Month.

**Bell Telephone Co.**

## Summer Day Delaware Park Lovely Drive

All Liveries Have

### TELEPHONES

City Messages **5** CENTS

**Bell Telephone Co.**

## FIRST AID

to the Injured—

### TELEPHONE

for a Surgeon

Residence Rates as low as  
\$2.00 per Month.

**Bell Telephone Co.**

note telephone ads in this department. For two and one-half years the Bell Telephone Company of Buffalo's ads have been changed daily in the Buffalo *Express*. The heavy type is used because our contract calls for a fixed space on the editorial page, where there are practically no display ads. These two-inch efforts have become associated with the page and we have reason to believe that the public is watching the space daily with more or less interest. Re-

Bell Telephone has attracted the attention of PRINTERS' INK on occasions more than one. They are terse, well expressed, boldly displayed, well placed, conspicuous. The examples shown on this page are not better than have been seen in New York papers, but they are very good.

## A PRIVATE POSTAL CARD FACTORY.

Secret service men were aware for some time that the Postoffice Department was not enjoying its exclusive privilege of selling the public postal cards. There was another, and he seemed to be doing a very large business by the manner in which spurious postal cards kept making their appearance. Where these cards came from it was difficult to find out; the sleuths of the department were baffled for months. Finally suspicion centered upon Chicago as the location of this competi-

tive plant. Postoffice Inspector Stuart was set to work upon the case and soon succeeded in finding out where the plant was and arresting Louis Smith, who ran it.

When Smith's office was raided 100,000 cards ready for the market were found stacked up. Smith later confessed that he was in business for two years. In that time it is said millions of these spurious cards were printed and sold. Inspector Stuart believes this was one of the biggest frauds operated upon the Postoffice Department.—*Mail Order Journal*.

## NOTES.

AN odd and attractive mailing card comes from the McDonald Press, Cincinnati, Ohio.

FREDERICK LOESER & Co., New York and Brooklyn, issue an excellent booklet of piano information.

"THE Old and the New" is a neat little drug store booklet, printed by the Printers' Ink Press for Chas. S. Sexton, Springfield, Mass.

MR. PERRY LUKENS says that the Pittsburgh Times cleared over one hundred thousand dollars between June 1, 1901, and June 1, 1902.

THE Municipal Engineering Magazine, Indianapolis, Ind., sends a mailing card which is neither especially new nor especially attractive.

MILTON A. McRAE has been elected a trustee of the Cincinnati Savings Society, one of the leading financial institutions of Cincinnati.

THE Concord (N. H.) baseball club is advertising the town's chief summer attraction with the words "Concord State Fair" blazoned upon its blue shirts.

IN an exceedingly slovenly folder it appears that the Buffalo Courier published 19,000 inches more display advertising than any other paper in that city during 1901.

THE Journal carries more liner advertising than any other Detroit daily newspaper. "Want" ads are the public's vote upon a paper's popularity.—Leaflet from Detroit Journal.

FRED. V. GREENE, JR., and H. Russell Voorhees—two advertising specialists—have formed a partnership under the name of Greene & Voorhees, with offices at No. 234 Broadway, New York City.

THE Evening Scimitar, Memphis, Tenn., issues a neat booklet containing facts about Memphis and its daily average circulation, which was 16,748 for the first three months of this year.

A FOLDER from the Star-Independent, Harrisburg, Pa., contains a little talk on population and industries, with a sworn detailed statement showing a daily average of 10,263 for March, April and May.

THE Focus, formerly published at Chicago, has been consolidated with the Optical Journal, published at 36 Maiden Lane, New York. The latter publication is contemplating an advance in its advertising rates.

BARNHART & SWASEY, San Francisco, have made a neat booklet of a series of six-inch single-column ads that they recently prepared for P. & B. paint, manufactured by the Paraffine Paint Co., Seattle, Washington.

BENJAMIN SHERBOW, advertising writer, 2152 North 30th street, Philadelphia, sends two neat folders, one filled with commendations of people for whom he has done work, and the other setting forth the merits of his service.

JOHN ADAMS THAYER, Advertising Director of the Butterick Company, sailed

on May 31 for Naples. His trip will be confined to the principal Italian cities, returning via Paris and London, where Butterick interests are extensive.

THE American Farmer Co., Springfield, Ohio, has sold Garden and Farm to the publishers of Green's Fruit Grower, Rochester, N. Y., and will hereafter devote attention exclusively to their other publication, Farm News.

THE booklet of the Bryant & Stratton Commercial School, Boston, is well written and convincing, but could have been materially improved by better printing—not more costly work, necessarily, but more tasteful arrangement of type.

GEORGE W. CAMPBELL, JR., South Harpswell, Maine, uses a rather poorly printed slip to announce the opening of his two hotels and tell folks that he will "send booklet upon application." Why not send the booklet and be done with it?

A CONVINCING little booklet setting forth the merits of Angelus Piano Players comes from S. Hamilton, Pittsburg. The cover is especially attractive. E. H. Cahill, of Pittsburg, did the writing, and the printing is by Hollister Brothers, Chicago.

AN exquisitely printed and illustrated little brochure entitled "The Business of the Booklet in Modern Advertising" comes from E. H. Cahill, advertising specialist, Pittsburg. The printing was done by Joseph T. Colvin & Co., Allegheny City, Pa.

THE publishers of the Carriage Monthly, Philadelphia, use a colored mailing card to call attention to the fact that their periodical is one of fourteen monthlies accorded the bull's eyes (●●) in the American Newspaper Directory, and the only vehicle trade journal that has secured that enviable rating.

DODD, MEAD & COMPANY, 372 Fifth avenue, publishers of the Bookman, asserts that within two years' time the circulation of the latter has increased 100 per cent; the cash advertising increased 71 per cent; the paid annual subscriptions increased 210 per cent.

"YE STYLE BOOK FOR YE GENTLEMEN" is a dainty hat brochure from the advertising department of Sweet, Dempster & Co., Chicago. The matter is well written, the illustrations are good, and the whole book is calculated to interest anyone who may receive it. The Henry O. Shepard Co., Chicago, did the printing.

THE AMERICAN BLOWER COMPANY, Detroit, Mich., issues two new catalogues, one of dry kilns and another of disc ventilating fans, which are exquisitely printed and illustrated. The mechanical work is done by the Werner Company, Akron, Ohio, and the James Bayne Printing Company, Grand Rapids, Mich.

AND now it is a clippingless clipping bureau, advertised by the Cumulative Index Co., 23 Euclid avenue, Cleveland, Ohio. No clippings are sent to subscribers, but to anyone who is interested in a specific subject the company furnishes an index to everything printed



about it in magazines and papers during a given week or month.

POSTOFFICE INSPECTOR STEWART has arrested Louis Smith in Philadelphia for counterfeiting postal cards. In the neighborhood of 100,000 postals, presses and a large amount of unprinted card was confiscated. Smith has been engaged in this work for two years and confesses having printed and sold vast quantities of the cards.

THE Bausch & Lomb Optical Co., Rochester, N. Y., issues a sixteen-page booklet describing their photographic shutters. The cover is especially attractive, and the contents, though plainly printed, are thoroughly attractive typographically. The text is clear, and lacks the boastfulness and exaggeration that mar some sorts of advertising.

THE half page ad of Blythe's Drug Store, Centralia, Ill., would have been much better had a half dozen articles been mentioned at greater length instead of the catalogue of nearly a hundred, printed without prices. The average reader knows about what a druggist carries in stock, but wants seasonal articles mentioned—with prices.

THE J. L. Mott Iron Works, New York, have opened a show room at 110 Fifth avenue for the display of modern bath rooms, kitchen fixtures and other plumbing appliances set up for inspection by those who contemplate fitting homes. A neat invitation, printed by Bartlett & Company, New York, is sent out to persons who may be interested in such a display.

THE *Sun* printed during May, 1902, 329,637 lines of advertising, as against 281,109 lines in May, 1901—a gain of 48,528 lines. During the same period the *Evening Sun* gained 48,907 lines. The *Sun's* gain for the first five months of 1902, as compared with the first five months of 1901, was 150,552 lines. The *Evening Sun* gained 94,949 lines.—*N. Y. Sun*, June 11.

SOME really human livery advertising is done by Radcliffe & Company, Grand Rapids, Mich. The firm issues neat circulars describing its several sorts of service, written in a convincing style. One of these has considerable to say about moving furniture, as well as packing and shipping it, and another tabulates the resorts and places of interest around Grand Rapids that may be reached by pleasant drives.

THE directors of the St. Louis exposition offer a prize of \$2,000 for a design to be used on the official seal, medals and stationery. A committee consisting of two painters, two sculptors, two architects and a historian will judge all designs submitted between November 1 and 5 to Budworth & Sons, 424 West 42nd street, New York. Detailed conditions and specifications can be obtained from this firm.

THE Instructor Publishing Co., Danville, New York, publishers of *Normal Instructor* and *World's Events*, has purchased *Teachers' World*, an educational journal published in New York City. It is the intention of the Instructor Publishing Co. to combine *Teachers' World* with *Normal Instructor*, beginning with

the September issue. The new or combined journal will consist of sixty-four pages and covers. The subscription price will be increased to \$1.00 per year.

KANSAS CITY has a "Sphinx"—the Advertising Men's Club, which ate its first dinner April 30 and listened to a talk from Mr. Thomas Balmer on "Community of Interest in Advertising." It is proposed to hold a similar function on the last Wednesday of each month, and a "smoker" on the first Wednesday. The membership now includes over ninety Kansas City advertising men, with Mr. Russell R. Whitman, of the *Journal*, as president and Mr. E. A. Hoover, of the Mutual Advertising Agency, as a secretary.

WITH the May calendar of the U. S. Envelope Co., Springfield, Mass., comes that establishment's usual packet of attractive advertising matter. The most noteworthy item is a large pressboard envelope called the "Red Rope Wallet" which is made to be carried in the coat pocket and hold papers, stamps and valuables. These wallets cost, when printed with advertising matter, about a penny apiece, and would seem to be an excellent novelty for banks, stationers, insurance agencies and lines of business that wish to be kept green in the memories of business men.

THE *Evening Standard*, New Bedford, issues a compact folder of statistical information concerning the industries of that town. It would have done no harm and might have been a convenience to some readers to include the fact that New Bedford is in Massachusetts. Newspapers in much smaller places have this habit of sending out matter without mentioning their State. Some consider themselves so well known that they omit their towns. It would be difficult to make a folder or booklet too clear on such trivial points, but it is easy to make them a bit indefinite.

THE Kaufmann Advertising Agency, New York, sends out a fine booklet explaining its methods, wherein it appears that this agency accepts no medical or financial advertising, handles but one magazine account in each line of business, and makes no contracts, regarding them as an evidence of weakness on one side or the other. An excellent folder for Strouse and Brothers, Baltimore, an elaborate souvenir book for the Amelia Bingham Company, and a brochure for the William M. Crane Company, New York, cut in the shape of a gas range, are submitted as specimens of the Kaufmann output.

DELINQUENT tax notices are not the driest variety of ads, for there still remain the railway time tables, the post-office list of unclaimed letters and the court calendar. But tax notices come so dangerously near to being driest that few persons would undertake to measure the fraction of humidity that saves them. The ad below can be made human when approached in a human spirit, and that its usual monotony is a matter of treatment rather than of imitations. "The tax title men bought \$150,000 of city taxes for year of 1900, which must be redeemed before June 1, 1902. Are your 1902 city taxes paid? Do you

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know what a tax title means? You can save money and trouble by paying these taxes at the City Treasurer's Office before June 1st. Do not delay. Do not wait until the last day. Wm. B. Thompson, City Treasurer."

MINIMUM of argument and maximum of effects are achieved in a booklet sent out by the Edward Thompson Company, Northport, L. I. to interest attorneys in their Encyclopedia of Pleading and Practice in twenty-three volumes. First, there is a fine cover upon soft stripped paper, showing the volumes in the colors of their bindings—handsome books in white sheepskin and red labels. This cover, by way of oddity, is tied on with tiny leather thongs instead of the customary ribbon. Then, of four inner pages, one contains a hundred-word explanation of the work, the next is a reproduction of two pages of an open volume, showing text and arrangement, and upon the remaining two pages is a list of titles and cross-references of each volume. Little time is needed to examine this booklet, nothing in the way of information is lacking, and it is sure to escape the waste basket through its typographical dress. Are there many more vital points that ought to be comprised in a booklet for busy men?

#### INFORMATION WANTED.

THE JAMESON-PUGH Co.,  
17-19 Queen street, east.

TORONTO, JUNE 7, 1902.

#### Editor of PRINTERS' INK:

We are constant readers of your valuable journal, which we get through a local newsdealer. We are interested in all forms of advertising, but our particular interest is in novelties for advertising, a line we do considerable business in. Can you advise us if a directory of advertising novelty manufacturers is published in the United States and where it can be procured.

Yours very truly,

THE JAMESON-PUGH CO.

#### PURCHASING AGENTS.

NEW YORK, June 10, 1902.

#### Editor of PRINTERS' INK:

Kindly inform me if there is not a class of purchasing agents, who are in business for themselves—that is, do the buying for the merchants in small towns throughout the country—one agent buying, perhaps, for two hundred stores.

J. G. Wood.

#### AVOID SCHEMES.

Go in on legitimate lines just as you would if you were to open a retail store and sell to your friends. Every satisfied mail patron will be your friend and you should strive to please, as well as deal honestly with them. The only difference between the two methods of doing business is that one is carried on by correspondence—the other by personal intercourse.—*The Advisor.*

NEVER take any stock in the squib that says "all the advertising in the world will not sell a poor article"—it will, but it will not sell it to the same person many times more than once.—*The Advisor.*

#### ORIGINALITY.

Be original is the oft-repeated injunction of the advertising pedagogues. Originality is a priceless asset, if one has it, but if one does not possess it, he might as well be commanded to do any other impossible thing. There is some original advertising—not all of it good. Much of the best advertising of the present is not original.—*Agricultural Advertising.*

## PICTURE TAKING TIME.

Spring-time is picture-taking time. It is the time when Nature is at her best. If you have never taken pictures you should begin right now. Don't let another season pass without the enjoyment that a good camera affords. We handle the

**Eastman Kodak,  
Poco and Premo,**

the most highly perfected cameras upon the market. Come in and let us explain them to you and quote you some prices. In photo supplies we have everything that you will ever need.

## HARDY & TARBOX,

Registered Pharmacists,

28 Broadway, FARMINGTON, Me.

TELEPHONE 38-3.

FROM THE FARMINGTON, ME., "CHRONICLE."

## HOUSE CLEANING.

The mail order monthlies are indulging in a general house-cleaning scramble and are cutting out a great deal of the fake advertising that has heretofore been one of their chief lines of business. The clairvoyants, lucky stone, love charm, rubber goods, racy book and picture, regulator, marriage guide, and all that sort of advertising has been swept out by many of the monthly publications and will be refused in the future. The attitude of the postal authorities toward the mail order monthlies is responsible for this general purification movement.—*The Advisor*.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

## PORTO RICO.

LA BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## Displayed Advertisements.

50 cents a line; \$100 a page; 35 per cent extra for specified position—if granted.

Must be handed in one week in advance.

BRITISH ADVERTISERS' AGENTS

**Gordon & Gotch**

Estimates and every information supplied.  
81, Bride St., London, Eng. Founded 1853.

## TRENTON TIMES

Trenton, New Jersey.

## CIRCULATION:

February, 1902, average, 12,823  
March, " " 13,372  
April, " " 13,114

1-4 OF YEAR'S AVERAGE **13,103**

1-2 of year's average, 12,518

25 per ct. Greater than all other Trenton dailies combined.

Covers { Delaw'e River V'l'y  
70 Suburban Towns  
90% Trenton Homes

THE  
BUFFALO REVIEW

IS GROWING EVERY MINUTE.

VREELAND-BENJAMIN ADVERTISING AGENCY,

150 Nassau Street, New York.

# RIPANS

I have been taking Ripans Tabules for six months and find myself so much improved that I can hardly realize myself to be the same person. For a year I had been complaining with my head and the loss of appetite. I had no desire to eat and suffered so severely with the sick headache and felt so tired that I found it hard to go to my work. The doctor told me I had what they called nervous headache, and I would have to look for a quieter place to work. One day an old lady was telling about her grandson who was using Ripans. She gave me a box of them to try. I did so, with good results, and I never felt better in my life than I do now.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

## Advertising



is the lever that moves the business world. An advertisement in the

## Chester Times

is the lever to move business your way, from one of the richest sections of Pennsylvania. Chester is distinctly a manufacturing city, with a population of 35,000. The TIMES has an average daily circulation of more than 7,300 copies. We'll furnish you with a detailed sworn statement if you wish.

**WALLACE & SPROUL,**  
PUBLISHERS.

F. R. NORTHUP, 220 Broadway,  
New York Representative.

# The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.


Only one edition daily, hence:—

Every copy a family of readers.

### Circulation Averages

| 1899,  | 1900,  | 1901,  |
|--------|--------|--------|
| 14,486 | 15,106 | 15,891 |

**1902, 17,160**

The American Newspaper Directory awards the mark  for quality of circulation.

## The New Voice.

A JOURNAL OF GOOD CITIZENSHIP.

Chicago.

**The New Voice**  
Reaches Over

**50,000**

**Thrifty Families**  
**Every Week.**

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

**THE NEW VOICE**

or address

W. F. MULVIHILL, Mgr.

## REAL ADVERTISING.

Real advertising is that which sells goods for advertisers.

If all newspapers paid advertisers in exact proportion to their claimed (or known) circulation the making up of a list of papers would be a simple matter. Any boy of sixteen could do the work with the aid of a reliable newspaper directory.

But it is a known fact that some papers pay advertisers vastly better than others of larger circulation in the same field. A knowledge, therefore, of the "goods-selling" power of the papers is very essential.

\* \* \*

Experienced advertisers say that papers which hold the respect and confidence of their readers give better returns than papers of the flashy, sensational sort.

Since all newspaper readers must know that the advertisements are the announcements of the advertisers and do not, necessarily, have the indorsement of the newspaper, it cannot well be analyzed why this should be so. Yet it is so.

It may be that it is akin to hearing an article favorably spoken of in the home of some person in whom the hearer has confidence. It would certainly have more weight than as if the same statement was heard upon the street or in the home of a person whom the hearer did not hold in especial esteem.

\* \* \*

The EVENING GAZETTE of WORCESTER, MASS., is a good example of a paper which carries more advertising than other papers in its field claiming more circulation.

The reading columns of this paper are bright and newsy, yet clean in character. Generous space is given to local social news. Its advertising columns are free from objectionable advertisements.

The GAZETTE is the "home" newspaper of Worcester. Its publishers state that especial care is taken to verify all items of local news before publication. As a consequence, it has a local reputation as the most "reliable" newspaper in Worcester. A. E. HAMILTON.

**1,000**  
**Eight - Page**  
**Booklets for**  
**\$10**  
**5,000 for \$26.00**

**SEND FOR  
A SAMPLE**

We will set in type, supply stock, print and bind 1,000 8-pp. booklets, size 3½ x 5 inches, for \$10, or 5,000 for \$26. Will give good type display, use good paper, print in any color ink you say, and guarantee you a first-class job in every respect.

**SEND FOR  
A SAMPLE**

**Address**

**Printers'**  
**Ink** 10 Spruce St.  
**Press** New York  
N. Y.

We also write and set attractively in type Advertisements of every description. This is one of our specialties, and we have a knack of setting an Advertisement so that it stands right out on the page and demands attention.

**THE MAGAZINE OF MYSTERIES**

is the most optimistic paper published.

**THE MAGAZINE OF MYSTERIES**

is full of clean, bright and helpful reading.

**THE MAGAZINE OF MYSTERIES**

is the only paper of its kind in the world.

**THE MAGAZINE OF MYSTERIES**

is devoted to the new thought in all its different phases.

**THE MAGAZINE OF MYSTERIES**

is on right lines, as shown by its phenomenal success.

**THE MAGAZINE OF MYSTERIES**

is subscribed for on its merits—not a premium paper.

**THE MAGAZINE OF MYSTERIES**

is taken by intelligent and thinking people.

**THE MAGAZINE OF MYSTERIES**

is taken by those who are investigating and are susceptible to new ideas.

**THE MAGAZINE OF MYSTERIES**

is taken by people of means, who are liberal buyers.

**THE MAGAZINE OF MYSTERIES**

is a profitable advertising medium, as shown by the big results given advertisers who have used it.

**THE MAGAZINE OF MYSTERIES**

is a publication which accepts only high-grade advertising.

**THE MAGAZINE OF MYSTERIES**

is worth a trial if your goods have merit.

**THE MAGAZINE OF MYSTERIES**

is a high-grade paper with a low advertising rate—only 30 cents a line. Circulation is 50,000 copies per issue.

**THE MAGAZINE OF MYSTERIES**

is published at 22 North William St., New York City.

# THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

**Office, 228 Madison St., New York**

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

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# Not on Me!

PRINTERS INK JOHNSON,

CORRY, PA., June 2, 1902.

Sir in reply to your letter of May 26th will say that we are afraid to try your inks for we have found out that they were the inks that the Camble Printing Press Co had so much trouble at the Pan-American last summer & could not use them as you offered to furnish the ink to them if they would use them for nothing I was there when they were cleaning the press after using them & putting on Nathons inks & they worked all right Now our work is a very fine class of work & we would be afraid to change the ink we are using costs but little more than you want for your inks & we know that they are all right,

Yours,

CORRY BOX AND PRINTING CO.

IT is rather amusing to read the numerous lies circulated about Jonson and his inks, but the above story is certainly up to the limit. I defy the printing press company mentioned or any other company or individual to show proof of my ever having offered or furnished inks for nothing.

The visitor to the Pan-American from Corry saw more than any other mortal being if he was present when my inks were taken out of the fountains, for they were never used there. Judging by the chirography of his letter he would believe any old story, and if he had the courage to buy from me he might save enough to employ a stenographer who knew how to spell. I don't ask any one to keep my inks when they are not found satisfactory, as I am always willing to refund the money and pay the transportation charges. Eighty-five hundred satisfied customers is not such a small list for an ink man that never employed a salesman or shipped the ink without the cash in advance. Send for my price list.

Address

**PRINTERS INK JOHNSON,**

**17 Spruce Street,**

**New York.**

## The Philadelphia Inquirer's Growth Is Steady

**320,151** is the increase in circulation over the corresponding month last year, while the advertising shows a gain of over **44 columns**.

The total number of copies of the **INQUIRER** sold during the month of May, 1901, was 5,184,767, while the month of May, just past, shows **5,454,918**, or an increase of

### More Than Ten Thousand Copies a Day.

The following table shows the total number of columns of advertising printed in each Philadelphia newspaper during the month, all of the columns of advertising being computed at the uniform measure of 14 lines to the inch and 300 lines to the column.

**THE INQUIRER** in point of advertising is far ahead of all Philadelphia newspapers and leads the next nearest one by

### Over 400 Columns

The following table shows the number of columns printed this year and last during the month of May:

|                        | 1902              |   | 1901              |
|------------------------|-------------------|---|-------------------|
| <b>INQUIRER,</b> . . . | <b>2309</b> cols. |   | <b>2265</b> cols. |
| Record, . . .          | 1905              | " | 1762              |
| Times, . . .           | 681               | " | 724               |
| Press, . . .           | 1617              | " | 1546              |
| Ledger, . . .          | 1282              | " | 1330              |
| N. American, . .       | 1505              | " | 1030*             |

\* No Sunday issue last year.

## The Inquirer's Growth Is Steady

It is because the people rely on the Inquirer and because

**THE INQUIRER is the PEOPLE'S Paper.**

**THE PHILADELPHIA INQUIRER,**

1109 Market Street, Philadelphia.

New York Office, Tribune Bldg.

Chicago Office, Stock Exchange Bldg.